

Exhibit E

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4
8319	1: Real	2: Southland Mall, Hayward	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	0	1	0	0
8336	1: Real	4: Moreno Valley Mall, Moreno Valley	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	1	1	0	0
8337	1: Real	4: Moreno Valley Mall, Moreno Valley	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0
8340	1: Real	4: Moreno Valley Mall, Moreno Valley	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	0	1	0
8341	1: Real	1: Puente Hills Mall, City of Industry	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	0	1	0	0
8343	1: Real	10: Northridge Fashion Center, Northridge	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	1	0	0	1
8344	1: Real	2: Southland Mall, Hayward	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	1	0	0
8346	1: Real	1: Puente Hills Mall, City of Industry	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	0	1	0	0
8347	1: Real	4: Moreno Valley Mall, Moreno Valley	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0
8348	1: Real	4: Moreno Valley Mall, Moreno Valley	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	0	1	1	0
8349	1: Real	4: Moreno Valley Mall, Moreno Valley	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	1	0	0
8353	1: Real	4: Moreno Valley Mall, Moreno Valley	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	0	0	0
8354	1: Real	4: Moreno Valley Mall, Moreno Valley	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	1	1	0	0
8355	1: Real	4: Moreno Valley Mall, Moreno Valley	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	0	1	0	0

XID	S4_5	S4_6	S4_7	S4_8	S4_9	S5	S6	CONDITION	Q0	Q1
8319	0	1	0	0	0	1: Male	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	That it is good and fresh by the ingredients.
8336	0	0	0	0	0	1: Male	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	it looks delicious the colors good looks like it has a lot of whole wheat in it it has vitamins
8337	0	0	0	0	0	2: Female	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	traditional, fresh , 0 grams of transfat
8340	1	1	0	0	0	2: Female	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	THAT IT HAS NO TRANSFAT AND LOW IN CALORIES
8341	0	0	0	0	0	1: Male	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	good quality
8343	0	0	0	0	0	2: Female	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	That it is just a dark rye bread made by Orowheat.
8344	0	0	0	0	0	2: Female	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	freash bake rye bread
8346	0	0	0	0	0	1: Male	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	that it is healthy and doesn't contain any high fructose corn syrup
8347	0	0	0	0	0	1: Male	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	dark rye no high fructose
8348	0	0	0	0	0	1: Male	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	no high fructose corn syrup grains o grams fat fresh baked and traditional recipe nothing
8349	1	0	0	0	0	2: Female	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	I LIKE THAT ITS 80 CALORIES AND THE INSIDE LOOKS REALLY GOOD AND NO HIGH FRUCTOSE CORN SYRUP
8353	0	0	0	0	0	1: Male	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	not attractive might be boring looks too plain
8354	0	0	0	0	0	2: Female	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	it is a different bags and it is dark
8355	0	0	0	0	0	2: Female	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	that its healthy

XID	Q2	Q3	Q4
8319	The touching of the bag, that it's soft and the ingredients are good.	2: This product does NOT contain high fructose corn syrup	4: Don't know/no opinion
8336	by the color it looks like they don't bleach the nutrients out of it like the dark rye	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
8337	the wrapper	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
8340	THE PACKAGE	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
8341	the packaging of the bread	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
8343	The label that is on the package.	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	2: This product does NOT contain added caramel coloring
8344	the package said so	4: Don't know/no opinion	4: Don't know/no opinion
8346	from the writing it says and rye is good for you	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
8347	the package	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
8348	it says on the packaging	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
8349	BECAUSE IT LOOKS GOOD AND HEALTHY	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
8353	the way it looks doesn't catch my eye	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	1: This product DOES contain added caramel coloring
8354	nothing else	1: This product DOES contain high fructose corn syrup	1: This product DOES contain added caramel coloring
8355	cuz its dark	2: This product does NOT contain high fructose corn syrup	4: Don't know/no opinion

XID	Q5	Q6	Q7
8319	3: There is not enough information to determine whether or not this product contains riboflavin		
8336	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	3: Don't know/No opinion
8337	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
8340	1: This product DOES contain riboflavin		
8341	4: Don't know/no opinion		
8343	3: There is not enough information to determine whether or not this product contains riboflavin		
8344	4: Don't know/no opinion		
8346	4: Don't know/no opinion		
8347	1: This product DOES contain riboflavin		
8348	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
8349	1: This product DOES contain riboflavin		
8353	3: There is not enough information to determine whether or not this product contains riboflavin	2: NOT affect the way you use this product	1: Influence your decision to purchase this product
8354	1: This product DOES contain riboflavin	1: Affect the way you use this product	3: Don't know/No opinion
8355	4: Don't know/no opinion		

XID	Q8	Q9	Q10
8319			2: Would NOT affect the way you use this product
8336			
8337			
8340			1: Would affect the way you use this product
8341			2: Would NOT affect the way you use this product
8343			2: Would NOT affect the way you use this product
8344			4: Don't know/No opinion
8346			4: Don't know/No opinion
8347			1: Would affect the way you use this product
8348			
8349			1: Would affect the way you use this product
8353	3: Less likely to purchase this product over similar products	its not attractive doesn't catch my eye	
8354			
8355			2: Would NOT affect the way you use this product

XID	Q11	Q12	Q13	Duration	Bread
8319	2: Not influence your decision to purchase this product			12:58.0	
8336				08:39.0	
8337				06:26.0	
8340	1: Influence your decision to purchase this product	2: Neither more nor less likely to purchase this product over similar products	WELL I DONT REALLY LIKE ANY ADDED CAMEL BECAUSE REALLY ITS LIKE A CHEMICAL NO CHEMICALS	12:26.0	
8341	2: Not influence your decision to purchase this product			07:55.0	1
8343	3: Don't know/No opinion			11:42.0	1
8344	3: Don't know/No opinion			08:38.0	1
8346	3: Don't know/No opinion			04:09.0	
8347	1: Influence your decision to purchase this product	2: Neither more nor less likely to purchase this product over similar products	I don't like it syrup	05:33.0	
8348				07:04.0	
8349	1: Influence your decision to purchase this product	1: More likely to purchase this product over similar products	BECAUSE IT HAS LOWER CALORIES INSIDE AND LOOKS A LITTLE COLORED BUT I DONT LIKE THE CRUST	09:04.0	
8353				04:40.0	
8354				08:51.0	
8355	2: Not influence your decision to purchase this product			06:05.0	

XID	Healthy/good for you	Good quality	Color makes nutritious	Color derived from baking or flour	No added coloring
8319		1			
8336	1		1	1	
8337					
8340					
8341		1			
8343					
8344					
8346	1				
8347					
8348					
8349	1	1			
8353					
8354					
8355	1		1		

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4
8356	1: Real	2: Southland Mall, Hayward	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	1	0	1	0
8357	1: Real	1: Puente Hills Mall, City of Industry	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0
8358	1: Real	4: Moreno Valley Mall, Moreno Valley	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	1	0	0	0
8361	1: Real	4: Moreno Valley Mall, Moreno Valley	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	1	0	1
8363	1: Real	1: Puente Hills Mall, City of Industry	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	1	0	0	0
8365	1: Real	1: Puente Hills Mall, City of Industry	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	1
8366	1: Real	8: Great Mall, Milpitas	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	1	1	1
8368	1: Real	9: Ontario Mills, Ontario	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	0	1	0	0
8411	1: Real	5: Plaza Camino Mall, Carlsbad	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	0	1	1	0
8419	1: Real	8: Great Mall, Milpitas	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	1	1	0	0

XID	S4_5	S4_6	S4_7	S4_8	S4_9	S5	S6	CONDITION	Q0	Q1
8356	1	1	0	0	0	1: Male	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	THIS IS REAL EASY TO SEE AND TELLS YOU THAT IT HAS GRAIN FOR LIFE AND GRAINPOWER. AS SOON AS YOU PICK IT UP IT SCREAMS I'M HEALTHY AND I'M GOOD FOR YOU EAT ME. THE LABEL JUMPS OUT AND TALKS TO YOU.
8357	0	0	0	0	0	2: Female	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	fresh cooked baked
8358	0	0	0	0	0	1: Male	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	its healthy
8361	0	0	0	0	0	1: Male	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	that its healthy targeted to healthy people seems very natural nothing
8363	0	0	0	0	0	2: Female	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	ive got it because it is good because it has wheat which is good for digestion
8365	0	0	0	0	0	1: Male	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	it is more nutritious and it is all natural and it has no coloring
8366	0	0	0	0	0	1: Male	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	HEALTHY BREAD, PROBABLY GOOD TASTING
8368	0	0	0	0	0	2: Female	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	its that rye and freshly baked with zero grams of fat and no high fructose corn syrup.
8411	0	1	0	0	0	2: Female	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	it is dark rye with no high fructose corn syrup. its freshed baked from a traditional recipe. It has 0 grams of trans fat, so healthy.
8419	1	0	0	0	0	1: Male	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	THE FONT IS DARK RYE BREAD AND IT LOOKS DELICIOUS. THE PACKAGING TELLS ME TO BUY THEM AND EAT THEM BECAUSE THIS IS A GOOD.A GOOD BRAND WITH A HIGH QUALITY. I WOULD RATE THIS AS 9.8

XID	Q2	Q3	Q4
8356	THE LABELING HAS ALOT OF INFORMATION THAT STICKES OUT. JUSTBY BY OBSERVING IT, IT HAS ALL THE RELEVANT INFORMATION LABLED CLEARLY. THE COMPANY IS FROM PENNSYLVANIA AND IS BY A COMPANY THAT SPEAKS MAINLY TO THE OLDER GENERATION OF GERMAN PEOPLE.	2: This product does NOT contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains added caramel coloring
8357	because it sounds resh	4: Don't know/no opinion	4: Don't know/no opinion
8358	looking at the nutrition facts	2: This product does NOT contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains added caramel coloring
8361	because the have in the front fresh baked and only 2 grams of fat nothing	2: This product does NOT contain high fructose corn syrup	4: Don't know/no opinion
8363	because it has grains when I go buy I always look what it contains	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
8365	the facts indicate that it has more fiber and more grains for life	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
8366	the word dark and I am familiar with Oroweat for healthy bread	4: Don't know/no opinion	4: Don't know/no opinion
8368	i read it.	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
8411	those words are on the package and stand out and are easy to read. It also says grains for Life which makes it sound healthy.	2: This product does NOT contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains added caramel coloring
8419	THE REASON WHY I SAY THAT BECAUSE IT IS A DELISIOUS BREAD THAT I CAN USE AS MY SNACK AND I CAN PUT PEANUT BUTTER IN THIS AND YOU CAN MAKE YOURSELF A GOOD SANDWICH	1: This product DOES contain high fructose corn syrup	1: This product DOES contain added caramel coloring

XID	Q5	Q6	Q7
8356	1: This product DOES contain riboflavin		
8357	4: Don't know/no opinion		
8358	4: Don't know/no opinion		
8361	3: There is not enough information to determine whether or not this product contains riboflavin		
8363	4: Don't know/no opinion		
8365	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
8366	4: Don't know/no opinion		
8368	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
8411	1: This product DOES contain riboflavin		
8419	1: This product DOES contain riboflavin	1: Affect the way you use this product	1: Influence your decision to purchase this product

XID	Q8	Q9	Q10
8356			1: Would affect the way you use this product
8357			2: Would NOT affect the way you use this product
8358			2: Would NOT affect the way you use this product
8361			2: Would NOT affect the way you use this product
8363			2: Would NOT affect the way you use this product
8365			
8366			2: Would NOT affect the way you use this product
8368			
8411			1: Would affect the way you use this product
8419	1: More likely to purchase this product over similar products	BECAUSE THIS PRODUCT IS MADE FOR GOOD LUNCH,SNACK , DINNER AND GOOD BREAKFAST. BECAUSE YOU MAKE YOURSELF A HEALTH DELICIOUS HEALTHY GOOD	

XID	Q11	Q12	Q13	Duration	Bread
8356	2: Not influence your decision to purchase this product			18:01.0	
8357	1: Influence your decision to purchase this product	3: Less likely to purchase this product over similar products	it doesn't have enough taste	06:29.0	
8358	3: Don't know/No opinion			06:24.0	
8361	1: Influence your decision to purchase this product	1: More likely to purchase this product over similar products	because its more natural and taste fresher	06:15.0	
8363	2: Not influence your decision to purchase this product			11:10.0	
8365				06:04.0	
8366	2: Not influence your decision to purchase this product			06:33.0	1
8368				06:29.0	
8411	1: Influence your decision to purchase this product	3: Less likely to purchase this product over similar products	why add that, it is not necessary to me. I prefer it to be as natural as possible. The less artificial additives, the better.	05:22.0	
8419				09:41.0	1

XID	Healthy/good for you	Good quality	Color makes nutritious	Color derived from baking or flour	No added coloring
8356	1				
8357					
8358	1				
8361	1				
8363	1				
8365	1				1
8366	1		1		
8368					
8411	1				
8419		1			

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4
8421	1: Real	5: Plaza Camino Mall, Carlsbad	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	1	1	1	0
8429	1: Real	10: Northridge Fashion Center, Northridge	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	0	1	1	1
8432	1: Real	4: Moreno Valley Mall, Moreno Valley	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0
8448	1: Real	8: Great Mall, Milpitas	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	0	1	0	0
8463	1: Real	8: Great Mall, Milpitas	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	0	0	0
8498	1: Real	8: Great Mall, Milpitas	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	1	1	1	1
8523	1: Real	8: Great Mall, Milpitas	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	1	1	1	1
8558	1: Real	8: Great Mall, Milpitas	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	0	1	1	1
8603	1: Real	2: Southland Mall, Hayward	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	0	1	0
8615	1: Real	8: Great Mall, Milpitas	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0
8616	1: Real	8: Great Mall, Milpitas	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	1	0	0	0
8620	1: Real	1: Puente Hills Mall, City of Industry	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0

XID	S4_5	S4_6	S4_7	S4_8	S4_9	S5	S6	CONDITION	Q0	Q1
8421	1	0	0	0	0	1: Male	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	that it is dark rye. the brand name. the style of the dark rye. the no high fructose corn syrup label could be bigger. I like the bottom three icons.
8429	1	0	0	0	0	2: Female	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	That it is fresh and that it is dark rye bread. It looks healthy.
8432	0	0	0	0	0	1: Male	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	the wrapping should be different easier too open
8448	0	1	0	0	0	2: Female	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	it says that it has a schwarzwalder dark rye bread this is fresh baked and healthy
8463	0	0	0	0	0	1: Male	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	No high fructose corn syrup
8498	0	0	0	0	0	2: Female	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	that this has no corn syrup. fresh bake. zero transfat. the brand is good
8523	1	1	0	0	0	1: Male	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	its fresh . organic, no corn syrup. zero transfat.
8558	1	0	0	0	0	2: Female	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	it doesnt look like its gonna stay fresh. it needs this and a bag. the packaging looks cheap. i would not buy bread with a packaging like this .it over laps and cheap
8603	0	1	0	0	0	1: Male	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	i Believe that the weat bread is the best bread to get
8615	0	0	0	0	0	1: Male	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	to me it is saying that it is bad and the color cheme isn't right
8616	1	1	0	0	0	2: Female	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	seems kinda home style the wheat symbol makes it natural the name schwaxwalder makes seem like its from another country and i like how it has a website and how it healthy
8620	0	0	0	0	0	1: Male	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	it is satisfying

XID	Q2	Q3	Q4
8421	I shop for the whole household and I like to buy healthy breads that will be good for the whole family.	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
8429	Because I read the ingredients and because there is less than 1 gram in sugar. I always look at how much sodium and carbs it has.	1: This product DOES contain high fructose corn syrup	4: Don't know/no opinion
8432	usually I like the bread in soft plastic easier too open that way	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
8448	just from the appearance thats all	1: This product DOES contain high fructose corn syrup	1: This product DOES contain added caramel coloring
8463	because that was the only thing that really stood out to me	2: This product does NOT contain high fructose corn syrup	4: Don't know/no opinion
8498	because it says so and te packaging tells me. we dont want anything artificial	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
8523	because the package tells me this information	4: Don't know/no opinion	4: Don't know/no opinion
8558	the look of it and the packaging. the top on the face of the bread. its not right. it needs a bag	1: This product DOES contain high fructose corn syrup	1: This product DOES contain added caramel coloring
8603	because is good, is good for your health	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
8615	because the color way makes it seem unappealing	1: This product DOES contain high fructose corn syrup	1: This product DOES contain added caramel coloring
8616	wekk u neab u eat this bread and because it says its no trans fat and its just seems more healthier and the world life and grain makes it seem more healthyer	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
8620	because I have eaten this product before and I like it I feel like it is filling	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	4: Don't know/no opinion

XID	Q5	Q6	Q7
8421	2: This product does NOT contain riboflavin		
8429	1: This product DOES contain riboflavin		
8432	1: This product DOES contain riboflavin		
8448	1: This product DOES contain riboflavin	1: Affect the way you use this product	2: Not influence your decision to purchase this product
8463	4: Don't know/no opinion		
8498	3: There is not enough information to determine whether or not this product contains riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
8523	4: Don't know/no opinion		
8558	1: This product DOES contain riboflavin	1: Affect the way you use this product	1: Influence your decision to purchase this product
8603	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
8615	1: This product DOES contain riboflavin	1: Affect the way you use this product	3: Don't know/No opinion
8616	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
8620	1: This product DOES contain riboflavin		

XID	Q8	Q9	Q10
8421			3: Not enough information to tell
8429			1: Would affect the way you use this product
8432			2: Would NOT affect the way you use this product
8448			
8463			2: Would NOT affect the way you use this product
8498			
8523			3: Not enough information to tell
8558	2: Neither more nor less likely to purchase this product over similar products	i dont feel it needed. to continue making this product. its unnecessary. but would not probobbly discontinue this product	
8603			
8615			
8616			
8620			2: Would NOT affect the way you use this product

XID	Q11	Q12	Q13	Duration	Bread
8421	3: Don't know/No opinion			07:21.0	1
8429	1: Influence your decision to purchase this product	1: More likely to purchase this product over similar products	Because I personally dont like caramel coloring and it is artificial, and that is not healthy.	07:53.0	1
8432	2: Not influence your decision to purchase this product			04:44.0	1
8448				05:43.0	1
8463	2: Not influence your decision to purchase this product			09:38.0	
8498				04:46.0	
8523	3: Don't know/No opinion			04:11.0	
8558				10:10.0	1
8603				08:01.0	1
8615				05:04.0	
8616				09:07.0	1
8620	2: Not influence your decision to purchase this product			12:57.0	

XID	Healthy/good for you	Good quality	Color makes nutritious	Color derived from baking or flour	No added coloring
8421	1	1			
8429	1				
8432					
8448	1				
8463					
8498		1			
8523					
8558					
8603	1				
8615					
8616	1				
8620					

Oroweat Data.xlsx

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4
8628	1: Real	6: Stonewood Center, Downey	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	0	1	1	0
8640	1: Real	1: Puente Hills Mall, City of Industry	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	0	1	0	1
8651	1: Real	4: Moreno Valley Mall, Moreno Valley	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	1	0	0
8653	1: Real	4: Moreno Valley Mall, Moreno Valley	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	0	1	0	0
8657	1: Real	9: Ontario Mills, Ontario	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0
8660	1: Real	10: Northridge Fashion Center, Northridge	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	0	1	0	0
8661	1: Real	4: Moreno Valley Mall, Moreno Valley	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	1	0	0
8668	1: Real	4: Moreno Valley Mall, Moreno Valley	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	1	0	0
8671	1: Real	6: Stonewood Center, Downey	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	0	0	0
8676	1: Real	10: Northridge Fashion Center, Northridge	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	0	1	1
8677	1: Real	4: Moreno Valley Mall, Moreno Valley	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0
8684	1: Real	4: Moreno Valley Mall, Moreno Valley	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	1	0	1
8690	1: Real	6: Stonewood Center, Downey	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	0	1	0	0
8698	1: Real	1: Puente Hills Mall, City of Industry	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	0	0	0
8700	1: Real	1: Puente Hills Mall, City of Industry	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0

XID	S4_5	S4_6	S4_7	S4_8	S4_9	S5	S6	CONDITION	Q0	Q1
8628	0	0	0	0	0	2: Female	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	healthy.
8640	1	0	0	0	0	1: Male	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	it keeps it fresh and does not have high fructose and make sit healthy. They support healthy eating.
8651	0	0	0	0	0	2: Female	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	looks good and healthy for a person
8653	0	0	0	0	0	2: Female	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	its a dark rye bread
8657	0	0	0	0	0	2: Female	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	convincing to buy
8660	0	1	0	0	0	2: Female	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	That it is probably healthy.
8661	0	0	0	0	0	2: Female	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	its eye catching makes you want to se what it is 0 grams of fat 80 calories nothing
8668	0	0	0	0	0	1: Male	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	0 TRANS FAT NO HIGH CORN SYRUP
8671	0	0	0	0	0	2: Female	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	to dark
8676	1	0	0	0	0	1: Male	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	based on the way that its packaged its fresh.
8677	0	0	0	0	0	1: Male	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	it is a wholesome product
8684	0	1	0	0	0	2: Female	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	its a dark rye bread has grains for life
8690	0	0	0	0	0	2: Female	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	THIS IS NATURAL AND HEALTHY AND THERES NO SUGAR AND THERES NO FATNING ON IT AND IT LOOKS FRESH.
8698	0	0	0	0	0	2: Female	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	that its healthy it looks good
8700	0	0	0	0	0	1: Male	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	I think healthy with the rye and all that it just tells me that its healthier than most breads and with all the grains its better than white and the no fructose corn syrup

XID	Q2	Q3	Q4
8628	no high glucose and no corn syrup	2: This product does NOT contain high fructose corn syrup	4: Don't know/no opinion
8640	the markings on the wrapper and also the way that it is packaged/	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
8651	because brown bread looks good the ingredients is low	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
8653	because it says it on the package	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
8657	because it has low calories	4: Don't know/no opinion	4: Don't know/no opinion
8660	That it says on the package that it has no high fructose corn syrup.	2: This product does NOT contain high fructose corn syrup	4: Don't know/no opinion
8661	its on the top of the packaging nothing	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	1: This product DOES contain added caramel coloring
8668	BECAUSE IM NOT INTO TRANS FATS TRYING TO LOSE WEIGHT	2: This product does NOT contain high fructose corn syrup	4: Don't know/no opinion
8671	its ok	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
8676	Based on the packaging and touching it	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
8677	because it is wheat and wheat is supposed to be wholesome	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
8684	it on the package	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
8690	CAUSE THE WAY IT LOOKS AND IT JUST LOOKIS FRESH AND IT SAYS IT TOO.	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	1: This product DOES contain added caramel coloring
8698	because they have the little logo and you could see the product	2: This product does NOT contain high fructose corn syrup	4: Don't know/no opinion
8700	the fresh baked symbol how it states that its a traditional recipe its zero grams of trans fat it looks like it would have a lot of healthy recommendations	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring

XID	Q5	Q6	Q7
8628	1: This product DOES contain riboflavin		
8640	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	1: Influence your decision to purchase this product
8651	2: This product does NOT contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
8653	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
8657	4: Don't know/no opinion		
8660	1: This product DOES contain riboflavin		
8661	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
8668	4: Don't know/no opinion		
8671	1: This product DOES contain riboflavin	4: Don't know/No opinion	2: Not influence your decision to purchase this product
8676	1: This product DOES contain riboflavin	4: Don't know/No opinion	2: Not influence your decision to purchase this product
8677	3: There is not enough information to determine whether or not this product contains riboflavin		
8684	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
8690	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	1: Influence your decision to purchase this product
8698	3: There is not enough information to determine whether or not this product contains riboflavin		
8700	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product

XID	Q8	Q9	Q10
8628			4: Don't know/No opinion
8640	4: Don't know/No opinion	not knowing the health risks or any other health effects.	
8651			
8653			
8657			2: Would NOT affect the way you use this product
8660			2: Would NOT affect the way you use this product
8661			
8668			2: Would NOT affect the way you use this product
8671			
8676			
8677			2: Would NOT affect the way you use this product
8684			
8690	1: More likely to purchase this product over similar products	WELL THE WAY IT LOOKS GOOD AND THE COLORING TO THE WHEAT BREAD IS DIFFERENT. IT LOOKS 100% WHEAT	
8698			2: Would NOT affect the way you use this product
8700			

XID	Q11	Q12	Q13	Duration	Bread
8628	1: Influence your decision to purchase this product	3: Less likely to purchase this product over similar products	it has more sugar even though it says no corn syrup, it has a lot of sugar.	07:11.0	
8640				06:04.0	
8651				05:34.0	1
8653				05:44.0	1
8657	2: Not influence your decision to purchase this product			05:08.0	
8660	2: Not influence your decision to purchase this product			05:36.0	
8661				06:04.0	
8668	2: Not influence your decision to purchase this product			05:44.0	
8671				07:03.0	
8676				06:27.0	
8677	2: Not influence your decision to purchase this product			07:46.0	
8684				03:43.0	1
8690				09:41.0	
8698	2: Not influence your decision to purchase this product			05:01.0	
8700				04:58.0	

XID	Healthy/good for you	Good quality	Color makes nutritious	Color derived from baking or flour	No added coloring
8628	1				
8640	1				
8651	1		1		
8653					
8657					
8660	1				
8661					
8668					
8671					
8676					
8677	1				
8684					
8690	1				
8698	1				
8700	1		1	1	

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4
8709	1: Real	12: Chula Vista Center, Chula Vista	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	1	0	0	0
8710	1: Real	12: Chula Vista Center, Chula Vista	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	0	1	0	0
8719	1: Real	12: Chula Vista Center, Chula Vista	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	1	0	0
8723	1: Real	12: Chula Vista Center, Chula Vista	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0
8726	1: Real	12: Chula Vista Center, Chula Vista	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	0	1	0	0
8729	1: Real	7: Antelope Valley, Palmdale	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	0	1	0	0
8730	1: Real	12: Chula Vista Center, Chula Vista	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	0	1	0	0
8732	1: Real	12: Chula Vista Center, Chula Vista	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	1	1	1
8734	1: Real	12: Chula Vista Center, Chula Vista	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	1	1	0	0
8736	1: Real	2: Southland Mall, Hayward	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	1	1	1
8740	1: Real	2: Southland Mall, Hayward	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	1	0	1
8741	1: Real	2: Southland Mall, Hayward	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	0	0	1
9329	1: Real	2: Southland Mall, Hayward	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	1	0	0
9330	1: Real	12: Chula Vista Center, Chula Vista	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	0	1	0	0

XID	S4_5	S4_6	S4_7	S4_8	S4_9	S5	S6	CONDITION	Q0	Q1
8709	0	1	0	0	0	1: Male	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	IS TRYING TO TELL ME THAT IS HEALTHY
8710	1	0	0	0	0	1: Male	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	its looks yummy and smells good fresh, I like that I can see the bread through the package
8719	0	1	0	0	0	1: Male	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	that is organize, healthy and that is worth your money.
8723	0	0	0	0	0	1: Male	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	THAT THEY ARE TRYING TO MAKE THEIR PRODUCTS HEALTHIER
8726	0	1	0	0	0	1: Male	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	THAT IS HIGH QUALITY AND HEALTHY
8729	0	0	0	0	0	1: Male	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	HEALTH
8730	0	0	0	0	0	2: Female	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	IS TRYING TO SAY THAT IS HEALTHY AND WHOLE GRAIN.
8732	1	0	0	0	0	2: Female	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	is dark dye and low in calories and good for you.
8734	0	1	0	0	0	2: Female	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	THAT ITS DARK RYE BREAD
8736	1	1	0	0	0	2: Female	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	ITS HEALTHY
8740	0	0	0	0	0	2: Female	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	SANDWICH BREAD
8741	1	0	0	0	0	1: Male	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	i LOVE THE BRAND
9329	0	0	0	0	0	2: Female	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	to buisy alot on the front and top of package it makes it distracting
9330	0	1	0	0	0	1: Male	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	that they are whole wheat

XID	Q2	Q3	Q4
8709	BECAUSE IT SAYS ON THE PACKAGE GRAINS FOR LIFE AND NO HIGH FRUCTOSE CORN SYRUP	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
8710	just by looking at it	2: This product does NOT contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains added caramel coloring
8719	the packaging is very informative of what actually contains.	4: Don't know/no opinion	4: Don't know/no opinion
8723	BECAUSE ON THE PACKAGE IT SAYS NO HIGH FRUCTOSE CORN SYRUP	2: This product does NOT contain high fructose corn syrup	4: Don't know/no opinion
8726	NO HIGH FRUCTOSE CORN SYRUP AND LOW IN CALORIES.	2: This product does NOT contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains added caramel coloring
8729	BECAUSE ITS RYE BREAD AND THERE IS LESS THAN ONE GRAM OF SUGAR AND NOT THAT MUCH FAT.	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
8730	BECAUSE ITS WHOLE GRAIN.	4: Don't know/no opinion	1: This product DOES contain added caramel coloring
8732	because is informative and easy to read.	4: Don't know/no opinion	4: Don't know/no opinion
8734	BECAUSE IT SAYS SO ON THE LABEL	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
8736	ITS ZEROFAT	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
8740	IT IS HEALTHY BREAD	4: Don't know/no opinion	2: This product does NOT contain added caramel coloring
8741	I LOVE THE ENGLISH MUFFINS	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
9329	all the labels are usually on the bottom or the back of it	2: This product does NOT contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains added caramel coloring
9330	just by looking at the color.	4: Don't know/no opinion	1: This product DOES contain added caramel coloring

XID	Q5	Q6	Q7
8709	2: This product does NOT contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
8710	2: This product does NOT contain riboflavin		
8719	4: Don't know/no opinion		
8723	4: Don't know/no opinion		
8726	4: Don't know/no opinion		
8729	1: This product DOES contain riboflavin		
8730	4: Don't know/no opinion	1: Affect the way you use this product	1: Influence your decision to purchase this product
8732	4: Don't know/no opinion		
8734	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
8736	4: Don't know/no opinion		
8740	1: This product DOES contain riboflavin		
8741	1: This product DOES contain riboflavin		
9329	1: This product DOES contain riboflavin		
9330	4: Don't know/no opinion	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product

XID	Q8	Q9	Q10
8709			
8710			2: Would NOT affect the way you use this product
8719			2: Would NOT affect the way you use this product
8723			1: Would affect the way you use this product
8726			1: Would affect the way you use this product
8729			2: Would NOT affect the way you use this product
8730	3: Less likely to purchase this product over similar products	BECAUSE I FEEL LIKE IS ONLY USE FOR ONE PURPOSE AND REGULAR WHITE BREAD CAN BE USED FOR MORE PURPOSES.	
8732			4: Don't know/No opinion
8734			
8736			1: Would affect the way you use this product
8740			2: Would NOT affect the way you use this product
8741			2: Would NOT affect the way you use this product
9329			1: Would affect the way you use this product
9330			

XID	Q11	Q12	Q13	Duration	Bread
8709				04:27.0	
8710	2: Not influence your decision to purchase this product			06:59.0	1
8719	2: Not influence your decision to purchase this product			03:53.0	
8723	1: Influence your decision to purchase this product	3: Less likely to purchase this product over similar products	BECAUSE I DONT EAT NOTHING ARTIFICIAL, I TAKE CARE OF WHAT I EAT.	05:32.0	
8726	1: Influence your decision to purchase this product	3: Less likely to purchase this product over similar products	BECAUSE IM TRYING TO TAKE CARE OF WHAT I EAT.	07:35.0	
8729	2: Not influence your decision to purchase this product			04:35.0	1
8730				10:38.0	
8732	3: Don't know/No opinion			06:24.0	
8734				05:55.0	1
8736	1: Influence your decision to purchase this product	2: Neither more nor less likely to purchase this product over similar products	I WOULD BUY IT	05:04.0	
8740	2: Not influence your decision to purchase this product			05:12.0	1
8741	1: Influence your decision to purchase this product	1: More likely to purchase this product over similar products	BECUEAS	08:17.0	
9329	2: Not influence your decision to purchase this product			N/A	
9330				N/A	

XID	Healthy/good for you	Good quality	Color makes nutritious	Color derived from baking or flour	No added coloring
8709	1				
8710		1			
8719	1				
8723	1				
8726	1	1			
8729	1				
8730	1				
8732	1				
8734					
8736	1				
8740	1				
8741					
9329					
9330					1

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4
9336	1: Real	8: Great Mall, Milpitas	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	1	1	0	0
9344	1: Real	3: Mainplace Mall, Santa Ana	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	0	0	0
9345	1: Real	5: Plaza Camino Mall, Carlsbad	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	0	1	1	0
9346	1: Real	12: Chula Vista Center, Chula Vista	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	1	1	0
9347	1: Real	7: Antelope Valley, Palmdale	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	1	0	0	0
9349	1: Real	8: Great Mall, Milpitas	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	1	0	0
9350	1: Real	11: North County Mall, Escondido	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0
9351	1: Real	2: Southland Mall, Hayward	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	1	1	0	0
9352	1: Real	7: Antelope Valley, Palmdale	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	0	0	0
9353	1: Real	6: Stonewood Center, Downey	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	0	1	0	0
9354	1: Real	11: North County Mall, Escondido	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0
9360	1: Real	3: Mainplace Mall, Santa Ana	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	0	1	0	0

XID	S4_5	S4_6	S4_7	S4_8	S4_9	S5	S6	CONDITION	Q0	Q1
9336	0	0	0	0	0	1: Male	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	tTHIS IS A GOOD PACKAGE AND ITS FOR PEOPLE WHO TRY TO STAY HEALTHY
9344	1	0	0	0	0	1: Male	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	it conveys that its fresh baked and has no high fructose corn syrup
9345	0	1	0	0	0	2: Female	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	Its dark rye, it smells delicious, and it says it is fresh baked, traditional, and no trans fat. no high fructose corn syrup so that is really good too, more healthy and natural, but not quite like the rye bread from the old bakery.
9346	1	1	0	0	0	2: Female	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	that its nutritious and healthy that it will make me feel good and it doesnt have much calories
9347	1	1	0	0	0	2: Female	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	just bread its just a brand I grew up with
9349	0	0	0	0	0	2: Female	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	IT IS SAYING THAT IT IS A HEALTHIER .
9350	0	0	0	0	0	1: Male	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	No high fructose and no corn syrup.
9351	0	0	0	0	0	1: Male	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	it looks like its healthy
9352	0	0	0	0	0	1: Male	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	soft, healthy, nice package, visual nutrients, labeling is fda approved, royal,
9353	0	0	0	0	0	1: Male	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	the message this product conveys to me is that it seems to be healthier than other dark wheat breads. it has grains for life.
9354	0	0	0	0	0	2: Female	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	That it is fresh. And that it has no trans fats and that I can not pronounce the name of it.
9360	0	0	0	0	0	1: Male	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	its healthy bread. it is low fat and hearty.

XID	Q2	Q3	Q4
9336	BECAUSE IT SAYS THESE THINGS ON THE PACKAGE	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
9344	because it says it on the bread packaging	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9345	those words are very clear to read on the package.	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9346	because i eat this bread and i know that it is healthy and it also tells me on the package	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	2: This product does NOT contain added caramel coloring
9347	I grew up with this brand	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9349	BECAUSE ITS WHEAT BREAD	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9350	It is on the label.	2: This product does NOT contain high fructose corn syrup	4: Don't know/no opinion
9351	beacuse its has grain in it	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
9352	the visual contact and the feel of the bread....the package labeling. i like the nutrient labeling that sticks out	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
9353	the product smells fresh and looks fresh inside the package and the outside it has a message saying it has grains for life	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
9354	It says it is baked fresh, it says no trans fats.	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9360	it says its zero grams trans fat and no high in fructose corn syrup. and I know rye bread is good for you.	2: This product does NOT contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains added caramel coloring

XID	Q5	Q6	Q7
9336	1: This product DOES contain riboflavin		
9344	1: This product DOES contain riboflavin	4: Don't know/No opinion	3: Don't know/No opinion
9345	4: Don't know/no opinion	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9346	1: This product DOES contain riboflavin		
9347	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9349	2: This product does NOT contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9350	1: This product DOES contain riboflavin		
9351	1: This product DOES contain riboflavin		
9352	1: This product DOES contain riboflavin		
9353	2: This product does NOT contain riboflavin		
9354	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9360	1: This product DOES contain riboflavin		

XID	Q8	Q9	Q10
9336			2: Would NOT affect the way you use this product
9344			
9345			
9346			1: Would affect the way you use this product
9347			
9349			
9350			2: Would NOT affect the way you use this product
9351			2: Would NOT affect the way you use this product
9352			1: Would affect the way you use this product
9353			3: Not enough information to tell
9354			
9360			2: Would NOT affect the way you use this product

XID	Q11	Q12	Q13	Duration	Bread
9336	3: Don't know/No opinion			N/A	
9344				N/A	1
9345				N/A	
9346	1: Influence your decision to purchase this product	3: Less likely to purchase this product over similar products	i like natural i dont like artificial	N/A	1
9347				N/A	1
9349				N/A	1
9350	2: Not influence your decision to purchase this product			N/A	
9351	2: Not influence your decision to purchase this product			N/A	
9352	1: Influence your decision to purchase this product	3: Less likely to purchase this product over similar products	because with the nutrient facts that are in it support the healthy content in it which coloring is aa cover up to o the nutrient value	N/A	1
9353	3: Don't know/No opinion			N/A	1
9354				N/A	
9360	3: Don't know/No opinion			N/A	1

XID	Healthy/good for you	Good quality	Color makes nutritious	Color derived from baking or flour	No added coloring
9336	1				
9344					
9345	1	1			
9346	1				
9347					
9349	1				
9350					
9351	1				
9352	1				
9353	1				
9354					
9360	1				

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4
9361	1: Real	6: Stonewood Center, Downey	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	0	1	0	1
9362	1: Real	3: Mainplace Mall, Santa Ana	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	0	1	0	0
9364	1: Real	3: Mainplace Mall, Santa Ana	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	0	0	0
9365	1: Real	3: Mainplace Mall, Santa Ana	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	0	0	0
9366	1: Real	1: Puente Hills Mall, City of Industry	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	0	1	1	0
9367	1: Real	2: Southland Mall, Hayward	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0
9368	1: Real	2: Southland Mall, Hayward	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	1	1	0
9374	1: Real	10: Northridge Fashion Center, Northridge	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	1
9377	1: Real	11: North County Mall, Escondido	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0
9379	1: Real	2: Southland Mall, Hayward	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	1	1	0
9383	1: Real	11: North County Mall, Escondido	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0
9384	1: Real	6: Stonewood Center, Downey	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	0	0	0

XID	S4_5	S4_6	S4_7	S4_8	S4_9	S5	S6	CONDITION	Q0	Q1
9361	1	0	0	0	0	2: Female	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	the packaging is small and the logo catches my attention and that there is no fructose corn syrup
9362	0	0	0	0	0	2: Female	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	that orowheat is healthy and it has no high fructose corn syrup. it has no trans fat. it is a traditional recipe and its fresh bakes.
9364	0	0	0	0	0	1: Male	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	to buy it
9365	0	0	0	0	0	1: Male	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	I like how the bread looks good
9366	0	0	0	0	0	1: Male	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	that it is wheat bread
9367	1	0	0	0	0	2: Female	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	THAT IT'S FRESH AND HEALTHY AND HAS ALOT OF VITAMINS. IT ALSO LOOKS GOOD TO MAKE SANDWITCHES WITH.
9368	0	0	0	0	0	2: Female	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	its appiling it feels very soft has 0 grams of trans fat 1 gram of fiber 1 ingridient wheat flower 80 calories per slice no high fructose
9374	0	0	0	0	0	2: Female	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	It is healthy. Its a dark rye and is good for you. That is all.
9377	0	0	0	0	0	2: Female	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	That it has low sugar in it that is important to me that's it haslow sodium and the low sugars
9379	0	0	0	0	0	2: Female	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	soft bread
9383	0	0	0	0	0	1: Male	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	Dark rye bread
9384	1	1	0	0	0	2: Female	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	tells me that its gonna be something that is tasty , that i can share it with my family and that i can make sandwiches , french toast, peanut butter and jelly for my kids , that its a dark bread

XID	Q2	Q3	Q4
9361	I look at different nutrition facts and I know fructose corn syrup is very artificial and I try to avoid that	2: This product does NOT contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains added caramel coloring
9362	it has it all over the product package.	2: This product does NOT contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains added caramel coloring
9364	I like the packaging	4: Don't know/no opinion	2: This product does NOT contain added caramel coloring
9365	the packeging	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9366	the name orowheat	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9367	BECAUSE IT SMELLS FRESH.	1: This product DOES contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains added caramel coloring
9368	doctor wats me to loose weight lower my colesteral	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
9374	It's good for you because it s wheat.	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
9377	it says it on the package	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9379	likes it for snnd witches	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9383	The wrapper says it.	4: Don't know/no opinion	3: There is not enough information to determine whether or not this product contains added caramel coloring
9384	because its a clear package and it wont go to waste	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring

XID	Q5	Q6	Q7
9361	3: There is not enough information to determine whether or not this product contains riboflavin		
9362	3: There is not enough information to determine whether or not this product contains riboflavin		
9364	2: This product does NOT contain riboflavin		
9365	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	1: Influence your decision to purchase this product
9366	4: Don't know/no opinion	4: Don't know/No opinion	3: Don't know/No opinion
9367	3: There is not enough information to determine whether or not this product contains riboflavin		
9368	2: This product does NOT contain riboflavin		
9374	4: Don't know/no opinion		
9377	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9379	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9383	4: Don't know/no opinion		
9384	4: Don't know/no opinion		

XID	Q8	Q9	Q10
9361			3: Not enough information to tell
9362			1: Would affect the way you use this product
9364			1: Would affect the way you use this product
9365	3: Less likely to purchase this product over similar products	I like it natural	
9366			
9367			2: Would NOT affect the way you use this product
9368			2: Would NOT affect the way you use this product
9374			2: Would NOT affect the way you use this product
9377			
9379			
9383			1: Would affect the way you use this product
9384			2: Would NOT affect the way you use this product

XID	Q11	Q12	Q13	Duration	Bread
9361	2: Not influence your decision to purchase this product			N/A	
9362	1: Influence your decision to purchase this product	3: Less likely to purchase this product over similar products	anything with the words artificial in a ""natural"" product does not really sit well with me. I would not want bread with any sort of food coloring.	N/A	
9364	2: Not influence your decision to purchase this product			N/A	
9365				N/A	1
9366				N/A	1
9367	2: Not influence your decision to purchase this product			N/A	
9368	1: Influence your decision to purchase this product	3: Less likely to purchase this product over similar products	my grand child will love i9t	N/A	
9374	2: Not influence your decision to purchase this product			N/A	
9377				N/A	
9379				N/A	1
9383	3: Don't know/No opinion			N/A	1
9384	2: Not influence your decision to purchase this product			N/A	1

XID	Healthy/good for you	Good quality	Color makes nutritious	Color derived from baking or flour	No added coloring
9361					
9362	1				
9364					
9365		1			
9366					
9367	1				
9368					
9374	1				
9377					
9379					
9383					
9384					

Oroweat Data.xlsx

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4
9385	1: Real	2: Southland Mall, Hayward	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	1	1	0
9386	1: Real	11: North County Mall, Escondido	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0
9393	1: Real	2: Southland Mall, Hayward	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	1	1	0
9398	1: Real	8: Great Mall, Milpitas	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	1	1	0	0
9402	1: Real	6: Stonewood Center, Downey	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	0	1	0	0
9404	1: Real	3: Mainplace Mall, Santa Ana	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	0	1	1	0
9405	1: Real	3: Mainplace Mall, Santa Ana	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	1	0	0
9406	1: Real	3: Mainplace Mall, Santa Ana	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	0	0	0
9407	1: Real	5: Plaza Camino Mall, Carlsbad	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	0	0	1
9418	1: Real	5: Plaza Camino Mall, Carlsbad	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	0	0	1

XID	S4_5	S4_6	S4_7	S4_8	S4_9	S5	S6	CONDITION	Q0	Q1
9385	0	0	0	0	0	2: Female	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	soft
9386	0	0	0	0	0	2: Female	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	That its a dark rye bread and it has no high fructose corn syrup and is zero grams of trans fat.
9393	0	0	0	0	0	2: Female	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	its soft eatable
9398	0	0	0	0	0	2: Female	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	simply saying that it is dark rye
9402	0	0	0	0	0	1: Male	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	THAT ITS FRESH BAKED AND THAT ITS MADE WITH ZERO GRAMS OF FAT AND HAS A TRADITIONAL RECIPE AND CONTAINS NO CORN STARCH
9404	0	1	0	0	0	1: Male	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	the brand name oroweat and that its dark rye and the amount of rye and the slice size and calories and the ingrediants
9405	1	0	0	0	0	2: Female	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	That it's fully nutritional. It doesn't leave you with empty calories. It has dark rye and wheat bread. It's quite filling. I always feel full after using this bread for sandwiches
9406	1	1	0	0	0	2: Female	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	its rich and exciting for me because I love this brand
9407	0	0	0	0	0	1: Male	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	That's it's original and it looks fresh baked
9418	1	0	0	0	0	1: Male	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	It seems high quality and also looks like it was packaged this morning

XID	Q2	Q3	Q4
9385	its fresh	1: This product DOES contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9386	The wrapper says it and I always read the protein and sugar contents.	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9393	it looks good	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
9398	because of the amount of stickers on the front and back	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	1: This product DOES contain added caramel coloring
9402	BECAUSE ITS ON THE LABEL AND THOSE ARE THE THINGS THAT STAND OUT THE MOST BY LOOKING AT THE PRODUCT	2: This product does NOT contain high fructose corn syrup	4: Don't know/no opinion
9404	im a big bread eater its a no brainer and its says so on the package	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9405	because I've eaten this bread before.	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
9406	it seems like a more high class bread and well made	4: Don't know/no opinion	4: Don't know/no opinion
9407	It says so on the packaging	2: This product does NOT contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains added caramel coloring
9418	It's not cheap plastic and the bread gives out a pleasant aroma, it smells like it was baked this morning	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring

XID	Q5	Q6	Q7
9385	2: This product does NOT contain riboflavin	2: NOT affect the way you use this product	1: Influence your decision to purchase this product
9386	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9393	1: This product DOES contain riboflavin		
9398	3: There is not enough information to determine whether or not this product contains riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9402	1: This product DOES contain riboflavin		
9404	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9405	1: This product DOES contain riboflavin		
9406	4: Don't know/no opinion		
9407	4: Don't know/no opinion		
9418	4: Don't know/no opinion	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product

XID	Q8	Q9	Q10
9385	2: Neither more nor less likely to purchase this product over similar products	its good with sandwiches	
9386			
9393			2: Would NOT affect the way you use this product
9398			
9402			2: Would NOT affect the way you use this product
9404			
9405			2: Would NOT affect the way you use this product
9406			4: Don't know/No opinion
9407			2: Would NOT affect the way you use this product
9418			

XID	Q11	Q12	Q13	Duration	Bread
9385				N/A	
9386				N/A	1
9393	2: Not influence your decision to purchase this product			N/A	
9398				N/A	
9402	2: Not influence your decision to purchase this product			N/A	
9404				N/A	
9405	1: Influence your decision to purchase this product	2: Neither more nor less likely to purchase this product over similar products	Because it's healthy.	N/A	1
9406	1: Influence your decision to purchase this product	1: More likely to purchase this product over similar products	it sounds like something sweet and good and inhance the bread and make it really yummy	N/A	1
9407	2: Not influence your decision to purchase this product			N/A	
9418				N/A	1

XID	Healthy/good for you	Good quality	Color makes nutritious	Color derived from baking or flour	No added coloring
9385					
9386					
9393		1			
9398					
9402					
9404					
9405	1				
9406		1			
9407					
9418		1			

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4
9419	1: Real	3: Mainplace Mall, Santa Ana	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	0	1	0	1
9422	1: Real	10: Northridge Fashion Center, Northridge	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	0	1	1	0
9424	1: Real	10: Northridge Fashion Center, Northridge	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	1	0	0	0
9426	1: Real	3: Mainplace Mall, Santa Ana	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	0	0	0
9428	1: Real	7: Antelope Valley, Palmdale	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	0	1	0	0
9429	1: Real	10: Northridge Fashion Center, Northridge	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	1	0
9430	1: Real	10: Northridge Fashion Center, Northridge	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	0	1	0	1
9431	1: Real	7: Antelope Valley, Palmdale	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	0	0	0
9433	1: Real	9: Ontario Mills, Ontario	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	0	0	0

XID	S4_5	S4_6	S4_7	S4_8	S4_9	S5	S6	CONDITION	Q0	Q1
9419	0	0	0	0	0	2: Female	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	looks fresh, its in a small package and the bread the slices are big and longer. It looks healthy because the package says freshly baked and 0 trans fat. also comes with traditional receipies
9422	0	0	0	0	0	2: Female	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	Its telling that it has no saturated fat. It is whole wheat and fresh baked. It is whole grain.
9424	0	0	0	0	0	2: Female	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	That's its a healthier choice. That its really natural.
9426	1	1	0	0	0	1: Male	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	its healthier because it s freshly baked has 0 percent trans fat and has rye in it. no high fructose or corn syrup. overall very healthy.
9428	0	0	0	0	0	2: Female	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	not much. seems like basic packaging to me
9429	0	0	0	0	0	1: Male	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	The fresh baked receipe and the food industry buzz words. Trying to appeal to the health nuts.
9430	0	0	0	0	0	2: Female	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	It is good bread. It is soft. It is taste good. It is moist.
9431	0	0	0	0	0	1: Male	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	THAT IT IS HEALTHY AND A GOOD CHOICE FOR BREAD
9433	0	1	0	0	0	2: Female	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	that it is vriberate

XID	Q2	Q3	Q4
9419	it says on the packaging the calories and all the amount servings are on there.	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	4: Don't know/no opinion
9422	Because that is whats on the label.	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
9424	just how it says: Fresh baked and traditional recepie. It also says all of that in the nutrition facts.	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
9426	Says so on the packaging.	2: This product does NOT contain high fructose corn syrup	4: Don't know/no opinion
9428	there is so much on it that its hard to really distinguish one.	2: This product does NOT contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains added caramel coloring
9429	I work in the industry and I see this kind of things and I know what marketing is trying to appeal the costumers.	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9430	Because I know from experience it is good.	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
9431	IT TELLS YOU ALL THE NURTITONAL FACTS ON THE PACKAGE AND THE COMPANY HAS BEEN AROUND FOR A HILE AND IT SAYS GRAINS FOR LIFE SHICH IS A GOOD NUTRITIONAL FACT. AND IT SHOWS YOU THE SERVING SIZE	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	1: This product DOES contain added caramel coloring
9433	not sure if its like other breads and its darker	2: This product does NOT contain high fructose corn syrup	4: Don't know/no opinion

XID	Q5	Q6	Q7
9419	3: There is not enough information to determine whether or not this product contains riboflavin		
9422	2: This product does NOT contain riboflavin		
9424	2: This product does NOT contain riboflavin		
9426	3: There is not enough information to determine whether or not this product contains riboflavin		
9428	3: There is not enough information to determine whether or not this product contains riboflavin		
9429	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9430	1: This product DOES contain riboflavin		
9431	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9433	2: This product does NOT contain riboflavin		

XID	Q8	Q9	Q10
9419			2: Would NOT affect the way you use this product
9422			1: Would affect the way you use this product
9424			2: Would NOT affect the way you use this product
9426			3: Not enough information to tell
9428			2: Would NOT affect the way you use this product
9429			
9430			2: Would NOT affect the way you use this product
9431			
9433			1: Would affect the way you use this product

XID	Q11	Q12	Q13	Duration	Bread
9419	2: Not influence your decision to purchase this product			N/A	1
9422	1: Influence your decision to purchase this product	1: More likely to purchase this product over similar products	Because this is organic.	N/A	
9424	2: Not influence your decision to purchase this product			N/A	
9426	3: Don't know/No opinion			N/A	
9428	2: Not influence your decision to purchase this product			N/A	
9429				N/A	
9430	2: Not influence your decision to purchase this product			N/A	1
9431				N/A	1
9433	1: Influence your decision to purchase this product	3: Less likely to purchase this product over similar products	causrei would want it all natural why cant it be its natural color	N/A	1

XID	Healthy/good for you	Good quality	Color makes nutritious	Color derived from baking or flour	No added coloring
9419	1				
9422					
9424	1				
9426	1				
9428					
9429					
9430		1			
9431	1				
9433					

Oroweat Data.xlsx

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4
9440	1: Real	7: Antelope Valley, Palmdale	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	0	1	0	0
9444	1: Real	10: Northridge Fashion Center, Northridge	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0
9450	1: Real	7: Antelope Valley, Palmdale	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	0	0	0
9453	1: Real	10: Northridge Fashion Center, Northridge	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	0	1	0	1
9456	1: Real	7: Antelope Valley, Palmdale	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	0	1	0	0
9457	1: Real	7: Antelope Valley, Palmdale	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	0	1	0	0
9458	1: Real	4: Moreno Valley Mall, Moreno Valley	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	0	0	1
9459	1: Real	1: Puente Hills Mall, City of Industry	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	0	1	0
9460	1: Real	1: Puente Hills Mall, City of Industry	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	1	0	0	0
9462	1: Real	7: Antelope Valley, Palmdale	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	0	1	0	0
9463	1: Real	7: Antelope Valley, Palmdale	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	0	0	0
9464	1: Real	7: Antelope Valley, Palmdale	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0

XID	S4_5	S4_6	S4_7	S4_8	S4_9	S5	S6	CONDITION	Q0	Q1
9440	0	0	0	0	0	2: Female	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	IT IS NO HIGH FRUCTOSE CORN SYRUP. GRAIN FOR LIFE. FRESH BREAD. OROWEAT.
9444	0	0	0	0	0	1: Male	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	It is dark rye. It is fresh baked. Tradition receipe.
9450	0	0	0	0	0	2: Female	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	YOU COULD MAKE A GOOD TURKEY SANDWHICH FROM IT.
9453	0	0	0	0	0	1: Male	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	It is freshed baked and it is a traditional receipe.
9456	1	0	0	0	0	1: Male	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	That its fresh baked dark rye bread.
9457	1	0	0	0	0	2: Female	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	Thats its dark rye bread and it has no high fructose corn syrup.
9458	0	0	0	0	0	2: Female	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	that its healthy 0 grams trans fat low calories traditional recipe
9459	1	0	0	0	0	2: Female	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	that it is freshly baked and has no high fructose corn syrup
9460	1	0	0	0	0	2: Female	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	it is fresh baked it has a traditional recipe and no grams of trans fat
9462	0	0	0	0	0	2: Female	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	it looks pretty healthy
9463	0	0	0	0	0	2: Female	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	it looks healthy since it has wheat
9464	0	0	0	0	0	1: Male	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	THAT IT IS FRESH BAKED AND THE TRADITIONAL RECIPE THAT I DEPEND ON

XID	Q2	Q3	Q4
9440	BECASUE I LIKE PRODUCT BY OROWEAT. I ALSO LIKE HEALTH EATING. I KNOW THAT THIS PRODUCT IS A BETTER BUY. ADN I CAN REALLY MAKE A GOOD SANDWICH OUT OF THIS	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
9444	It is what it says on the label.	4: Don't know/no opinion	3: There is not enough information to determine whether or not this product contains added caramel coloring
9450	BECAUSE WHEN YOU MAKE DIFFERENT KIND OF SANDWHICH THAT WOULD PROBABLY BE THE BEST TO PUT IT ON.	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9453	The bread looks great. It smells wonderful. Made me hungry.	4: Don't know/no opinion	4: Don't know/no opinion
9456	Its all over the package.	1: This product DOES contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains added caramel coloring
9457	I noticed it on the packaging as I was looking at it.	2: This product does NOT contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains added caramel coloring
9458	its on the package	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9459	it Is labeled on the packaging	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
9460	it says it on the package	2: This product does NOT contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains added caramel coloring
9462	its unbleached enriched flour its pretty healthy from my understanding.	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9463	becasue it contains wheat and its healthy.	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9464	THE PACKAGING IS EASY TO READ BECASUE IT SHOWS ME ALL THE INFORMATION I NEED ON THE NUTRIENTS	1: This product DOES contain high fructose corn syrup	1: This product DOES contain added caramel coloring

XID	Q5	Q6	Q7
9440	3: There is not enough information to determine whether or not this product contains riboflavin		
9444	4: Don't know/no opinion		
9450	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9453	4: Don't know/no opinion		
9456	3: There is not enough information to determine whether or not this product contains riboflavin		
9457	3: There is not enough information to determine whether or not this product contains riboflavin		
9458	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	1: Influence your decision to purchase this product
9459	4: Don't know/no opinion		
9460	1: This product DOES contain riboflavin		
9462	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9463	1: This product DOES contain riboflavin	1: Affect the way you use this product	2: Not influence your decision to purchase this product
9464	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	1: Influence your decision to purchase this product

XID	Q8	Q9	Q10
9440			1: Would affect the way you use this product
9444			4: Don't know/No opinion
9450			
9453			2: Would NOT affect the way you use this product
9456			3: Not enough information to tell
9457			3: Not enough information to tell
9458	2: Neither more nor less likely to purchase this product over similar products	still like the bread	
9459			2: Would NOT affect the way you use this product
9460			3: Not enough information to tell
9462			
9463			
9464	3: Less likely to purchase this product over similar products	I DONT LIKE TOO CONSUME PRODUCT WITH ARTIFICIAL INGREDIENTS	

XID	Q11	Q12	Q13	Duration	Bread
9440	1: Influence your decision to purchase this product	3: Less likely to purchase this product over similar products	BECAUSE I LIKE NATURAL FOOD AND CARAMEL COLORING IS AN ARTIFICIAL INGREDIENT.	N/A	1
9444	2: Not influence your decision to purchase this product			N/A	
9450				N/A	
9453	2: Not influence your decision to purchase this product			N/A	1
9456	3: Don't know/No opinion			N/A	1
9457	2: Not influence your decision to purchase this product			N/A	1
9458				N/A	
9459	2: Not influence your decision to purchase this product			N/A	
9460	2: Not influence your decision to purchase this product			N/A	
9462				N/A	
9463				N/A	
9464				N/A	

XID	Healthy/good for you	Good quality	Color makes nutritious	Color derived from baking or flour	No added coloring
9440	1	1			
9444					
9450					
9453		1			
9456					
9457					
9458	1				
9459					
9460					
9462	1				
9463	1				
9464					

Oroweat Data.xlsx

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4
9465	1: Real	1: Puente Hills Mall, City of Industry	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	0	1	0	0
9466	1: Real	7: Antelope Valley, Palmdale	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	0	1	0	0
9468	1: Real	3: Mainplace Mall, Santa Ana	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	1	0	0
9470	1: Real	2: Southland Mall, Hayward	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	1	1	0	0
9478	1: Real	12: Chula Vista Center, Chula Vista	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	0	0	0
9482	1: Real	12: Chula Vista Center, Chula Vista	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	1	0	1	1
9483	1: Real	5: Plaza Camino Mall, Carlsbad	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	0	1	0	0
9487	1: Real	10: Northridge Fashion Center, Northridge	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	0	0	1
9488	1: Real	5: Plaza Camino Mall, Carlsbad	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	1	0	1
9489	1: Real	2: Southland Mall, Hayward	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	1	1	0
9491	1: Real	12: Chula Vista Center, Chula Vista	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	0	1	1	0

XID	S4_5	S4_6	S4_7	S4_8	S4_9	S5	S6	CONDITION	Q0	Q1
9465	0	0	0	0	0	2: Female	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	that it is healthy
9466	0	0	0	0	0	1: Male	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	IT LOOKS VERY TASTEFUL AND VERY HEALTHY.
9468	0	0	0	0	0	2: Female	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	that its a dark rye made by oroweat and it has no high fructose corn syrup
9470	0	0	0	0	0	1: Male	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	its dark and old fashioned
9478	0	1	0	0	0	1: Male	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	healthy, economical
9482	0	0	0	0	0	2: Female	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	No saturated fat, no corn syrup.
9483	0	0	0	0	0	2: Female	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	it looks like it might be sweet, and more nutritious for me to digest it really has great nutrition value as well.
9487	1	1	0	0	0	2: Female	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	That it is fresh baked, traditional receipe, and 0 grams of trans fat which is important to me and also no high fructose corn syrup.
9488	0	0	0	0	0	1: Male	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	its fresh and it looks great to eat.
9489	0	0	0	0	0	1: Male	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	THINKS IT LOOKS GOOD LIKES THE TASTE OF IT
9491	0	0	0	0	0	2: Female	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	that it is dark rye.

XID	Q2	Q3	Q4
9465	the amount of sugar that iis in it and salt wheat is better than whites and is 0 grams transfat and is a brand I trust	1: This product DOES contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9466	BECAUSE ITS A NUTRIENT THAT WILL GIVE YOU ENERGY.	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9468	it says so right on the packaging	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9470	its dark and it looks old fashioned	1: This product DOES contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9478	because it is made of dark rye that's why I feel it is healthy, the reason I feel it is economical is that it uses minimal packaging	2: This product does NOT contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains added caramel coloring
9482	The labels on the package.	2: This product does NOT contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains added caramel coloring
9483	when you look at the label it tells you its less carbs in sugars and trans fat.	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	4: Don't know/no opinion
9487	By reading the package and I also trust oroweat.	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
9488	soft and fresh food	1: This product DOES contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9489	IT GOES REALLY GOOD WITH SANDWITCHES	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	1: This product DOES contain added caramel coloring
9491	it says so	2: This product does NOT contain high fructose corn syrup	4: Don't know/no opinion

XID	Q5	Q6	Q7
9465	4: Don't know/no opinion	2: NOT affect the way you use this product	3: Don't know/No opinion
9466	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9468	1: This product DOES contain riboflavin	4: Don't know/No opinion	1: Influence your decision to purchase this product
9470	1: This product DOES contain riboflavin	1: Affect the way you use this product	2: Not influence your decision to purchase this product
9478	3: There is not enough information to determine whether or not this product contains riboflavin		
9482	1: This product DOES contain riboflavin		
9483	1: This product DOES contain riboflavin		
9487	1: This product DOES contain riboflavin		
9488	2: This product does NOT contain riboflavin	1: Affect the way you use this product	1: Influence your decision to purchase this product
9489	2: This product does NOT contain riboflavin	2: NOT affect the way you use this product	1: Influence your decision to purchase this product
9491	2: This product does NOT contain riboflavin		

XID	Q8	Q9	Q10
9465			
9466			
9468	4: Don't know/No opinion	Now I would like to find out what if anything is good or bad about having caramel color added to the foods I eat and what if any impact it might have on me.	
9470			
9478			2: Would NOT affect the way you use this product
9482			1: Would affect the way you use this product
9483			2: Would NOT affect the way you use this product
9487			3: Not enough information to tell
9488	3: Less likely to purchase this product over similar products	this product is very soft and fresh	
9489	2: Neither more nor less likely to purchase this product over similar products	THE BREAD IS REALLY SOFT	
9491			2: Would NOT affect the way you use this product

XID	Q11	Q12	Q13	Duration	Bread
9465				N/A	
9466				N/A	
9468				N/A	
9470				N/A	
9478	2: Not influence your decision to purchase this product			N/A	
9482	1: Influence your decision to purchase this product	3: Less likely to purchase this product over similar products	I like to chose products that have less artificial additives.	N/A	
9483	2: Not influence your decision to purchase this product			N/A	
9487	2: Not influence your decision to purchase this product			N/A	
9488				N/A	
9489				N/A	
9491	2: Not influence your decision to purchase this product			N/A	

XID	Healthy/good for you	Good quality	Color makes nutritious	Color derived from baking or flour	No added coloring
9465	1			1	
9466	1				
9468					
9470					
9478	1		1		
9482					
9483	1				
9487					
9488		1			
9489		1			
9491					

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4
9492	1: Real	1: Puente Hills Mall, City of Industry	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	0	1	0
9501	1: Real	9: Ontario Mills, Ontario	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	1	0	0	1
9503	1: Real	2: Southland Mall, Hayward	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	0	0	1
9504	1: Real	9: Ontario Mills, Ontario	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	0	1	0	0
9506	1: Real	5: Plaza Camino Mall, Carlsbad	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	1	0	1
9507	1: Real	5: Plaza Camino Mall, Carlsbad	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	0	1	1	0
9508	1: Real	1: Puente Hills Mall, City of Industry	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	1	1	0
9509	1: Real	5: Plaza Camino Mall, Carlsbad	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	1	1	0	1
9510	1: Real	12: Chula Vista Center, Chula Vista	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	1	1	0	1

XID	S4_5	S4_6	S4_7	S4_8	S4_9	S5	S6	CONDITION	Q0	Q1
9492	0	0	0	0	0	2: Female	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	its a healthy nourishing bread for you
9501	0	0	0	0	0	1: Male	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	fresh. well wrapped. minimal. thats it
9503	0	0	0	0	0	2: Female	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	its dark rye
9504	1	0	0	0	0	1: Male	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	It's interesting. It's very attractive because it's a lot of designs and stuff and it says it's fresh baked traditional recipe and it's only 80 calories.
9506	0	0	0	0	0	2: Female	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	it does not contain high fructose syrup and its o grams trans fat.
9507	1	0	0	0	0	1: Male	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	it has a firm texture. nice and golden. it also conveys fresh. the label catches my eye very well and its very easy to understand how much calories are in it and its very easy to understand the label of the product.
9508	1	1	0	0	0	1: Male	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	fresh and healthy
9509	0	0	0	0	0	1: Male	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	um looks like it is health concious less salt and zero grams of trans fat and that is excellent.and i liike that this is a less salt content food and i have to look for this because it is part of my health diet.
9510	0	1	0	0	0	2: Female	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	THAT IT IS WHOLESOME, AND FRESH ALSO GOOD FOR YOU

XID	Q2	Q3	Q4
9492	by looking at it and the little thing it has on it says it is freshly baked traditional recipe and it has zero grams of trans fat	4: Don't know/no opinion	1: This product DOES contain added caramel coloring
9501	it seems fresh because the plastic keeps everything in and it seems well wrapped and it has 50 different layers on the bottom and sides here and minimal I guess because of the plastic and the stickers.	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9503	it says so in the package	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9504	Most of the bread is like a lot of calories and for dark rye this is 80 calories and that's pretty good. It smells nice. It looks tasty. It's well packaged.	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9506	its located on the front label in big red and bold letters.	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9507	its the label that pops out in the brand and i think it pops out and explains things nicely. it also looks more nutritious than other breads.	1: This product DOES contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9508	the brand name and the ingredients.	2: This product does NOT contain high fructose corn syrup	4: Don't know/no opinion
9509	just that this is a health concious food.	4: Don't know/no opinion	2: This product does NOT contain added caramel coloring
9510	THE PACKAGE IS CLEAR AND GIVES YOU A GOOD LOOK AT THE PRODUCT	1: This product DOES contain high fructose corn syrup	1: This product DOES contain added caramel coloring

XID	Q5	Q6	Q7
9492	4: Don't know/no opinion	4: Don't know/No opinion	3: Don't know/No opinion
9501	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9503	1: This product DOES contain riboflavin	4: Don't know/No opinion	1: Influence your decision to purchase this product
9504	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9506	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9507	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9508	4: Don't know/no opinion		
9509	1: This product DOES contain riboflavin		
9510	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product

XID	Q8	Q9	Q10
9492			
9501			
9503	3: Less likely to purchase this product over similar products	it should be the color of the flour that is used to make it	
9504			
9506			
9507			
9508			2: Would NOT affect the way you use this product
9509			4: Don't know/No opinion
9510			

XID	Q11	Q12	Q13	Duration	Bread
9492				N/A	1
9501				N/A	
9503				N/A	
9504				N/A	1
9506				N/A	
9507				N/A	
9508	2: Not influence your decision to purchase this product			N/A	
9509	1: Influence your decision to purchase this product	3: Less likely to purchase this product over similar products	just that i like this product.	N/A	
9510				N/A	

XID	Healthy/good for you	Good quality	Color makes nutritious	Color derived from baking or flour	No added coloring
9492	1				
9501					
9503					
9504					
9506					
9507	1				
9508	1				
9509	1				
9510	1				

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4
9511	1: Real	11: North County Mall, Escondido	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	1	0	0
9515	1: Real	9: Ontario Mills, Ontario	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	1
9516	1: Real	9: Ontario Mills, Ontario	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	1	0
9518	1: Real	12: Chula Vista Center, Chula Vista	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	1	0
9519	1: Real	12: Chula Vista Center, Chula Vista	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	1	1	0
9521	1: Real	5: Plaza Camino Mall, Carlsbad	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	0	0	1
9523	1: Real	5: Plaza Camino Mall, Carlsbad	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	1	0	0
9525	1: Real	5: Plaza Camino Mall, Carlsbad	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	1	1	0
9527	1: Real	7: Antelope Valley, Palmdale	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	1	0	0	0

XID	S4_5	S4_6	S4_7	S4_8	S4_9	S5	S6	CONDITION	Q0	Q1
9511	0	0	0	0	0	1: Male	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	no high fructose corn syrup, grains and fresh baked its brown
9515	0	1	0	0	0	2: Female	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	It's telling me to buy it. It tells me the name of the bread and it has no high fructose corn syrup grains for life oroweat nutrition facts the ingredients of what's in the bread and it's by the bimbo bakeries USA. Nice.
9516	0	0	0	0	0	2: Female	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	IT LOOKS HEALTHY , not alot of sugar, and it has wheat and wheat is good for you, no cholestoral, i would buy it for family , healthy bread
9518	1	0	0	0	0	2: Female	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	Its Dark Rye bread, is really healthy, fresh baked, 0 grams trans fat. Healthy overall.
9519	0	0	0	0	0	1: Male	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	THAT IT IS DARK RYE BREAD
9521	0	1	0	0	0	1: Male	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	its healthy to eat and is made the old fation way .
9523	1	1	0	0	0	1: Male	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	that they are trying to go back to the traditional flavor packaging.
9525	1	0	0	0	0	2: Female	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	That it's a premium product and that it's baked fresh daily. It says that Oroweat uses a traditional rye recipe to make this product, I like traditional. That this bread has only 80 calories.
9527	0	0	0	0	0	1: Male	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	THE PACKAGING IS VERY WELL DONE

XID	Q2	Q3	Q4
9511	I don like corn syrup I saw it on the package	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9515	Because it literally says it on the package. Because I like it.	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
9516	because i could see it and i see the little logo that its good for your health	4: Don't know/no opinion	2: This product does NOT contain added caramel coloring
9518	The packaging tells me.	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9519	I CXAN SEE IT SAYS SO ON THE PACKAGE AND I CAN SEE THE BREAD	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	1: This product DOES contain added caramel coloring
9521	the labeling is very discriptive of what it has and doesnt have ,it also tell's you that its made with no trans fat.	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9523	becuase it says traditonal on the side and my grandmother used to make that for me.	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	2: This product does NOT contain added caramel coloring
9525	It's printed on the packaging	4: Don't know/no opinion	4: Don't know/no opinion
9527	I KNOW THIS BREAD IS SEALED VERY GOOD	2: This product does NOT contain high fructose corn syrup	4: Don't know/no opinion

XID	Q5	Q6	Q7
9511	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9515	2: This product does NOT contain riboflavin		
9516	4: Don't know/no opinion		
9518	3: There is not enough information to determine whether or not this product contains riboflavin	1: Affect the way you use this product	1: Influence your decision to purchase this product
9519	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9521	2: This product does NOT contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9523	3: There is not enough information to determine whether or not this product contains riboflavin		
9525	4: Don't know/no opinion		
9527	4: Don't know/no opinion		

XID	Q8	Q9	Q10
9511			
9515			2: Would NOT affect the way you use this product
9516			4: Don't know/No opinion
9518	3: Less likely to purchase this product over similar products	It looks really healthy and natural when looking generally at the product, but if you look at the ingredients, it shows the added coloring. That changes my opinion because I thought it would be all natural with no artificial or added products.	
9519			
9521			
9523			2: Would NOT affect the way you use this product
9525			2: Would NOT affect the way you use this product
9527			2: Would NOT affect the way you use this product

XID	Q11	Q12	Q13	Duration	Bread
9511				N/A	
9515	2: Not influence your decision to purchase this product			N/A	1
9516	2: Not influence your decision to purchase this product			N/A	1
9518				N/A	1
9519				N/A	1
9521				N/A	
9523	2: Not influence your decision to purchase this product			N/A	
9525	2: Not influence your decision to purchase this product			N/A	1
9527	2: Not influence your decision to purchase this product			N/A	1

XID	Healthy/good for you	Good quality	Color makes nutritious	Color derived from baking or flour	No added coloring
9511				1	
9515					
9516	1				
9518	1				
9519					
9521	1				
9523					
9525		1			
9527		1			

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4
9528	1: Real	5: Plaza Camino Mall, Carlsbad	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	1	0	0
9530	1: Real	11: North County Mall, Escondido	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	1	0	0
9531	1: Real	1: Puente Hills Mall, City of Industry	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0
9533	1: Real	11: North County Mall, Escondido	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0
9535	1: Real	11: North County Mall, Escondido	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	0	1	0	0
9536	1: Real	5: Plaza Camino Mall, Carlsbad	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	1	0	0	1
9537	1: Real	9: Ontario Mills, Ontario	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	0	0	0
9541	1: Real	11: North County Mall, Escondido	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	0	0	0
9545	1: Real	11: North County Mall, Escondido	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	1	0	0
9546	1: Real	11: North County Mall, Escondido	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	1	1	0	0
9547	1: Real	8: Great Mall, Milpitas	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	0	1	0	0
9550	1: Real	9: Ontario Mills, Ontario	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	1	1	0

XID	S4_5	S4_6	S4_7	S4_8	S4_9	S5	S6	CONDITION	Q0	Q1
9528	1	0	0	0	0	2: Female	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	It's dark rye bread that's fresh baked with a traditional recipe and 0 grams trans fat. It also says clearly that it only has 80 calories. I also like that it shows it's one pound of bread.
9530	0	0	0	0	0	1: Male	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	Calories grams saturated fats its nice that its on package. nutrition facts.
9531	0	0	0	0	0	2: Female	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	orowheat bread
9533	0	0	0	0	0	2: Female	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	Lesss sugars and carbs and sodium.
9535	0	0	0	0	0	2: Female	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	NO HFCS low in calorie and sodium. Healthy bread.
9536	0	0	0	0	0	2: Female	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	it is a healthier choice of bread and looks like it tastes great.
9537	0	0	0	0	0	1: Male	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	THAT ITS BREAD AND DARK RYE
9541	0	0	0	0	0	2: Female	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	No high fructose corn syrup
9545	0	0	0	0	0	2: Female	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	bread I want to eat I like that it tell what the consistency on the front.
9546	1	0	0	0	0	1: Male	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	I noticed that it has nutritional facts and no saturated fat or trans fat and its transparent I can see the bread I like that
9547	0	1	0	0	0	1: Male	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	it has grains for life logo it says its fresh and 0 transfat. it has no high froctuse or syrup.
9550	0	0	0	0	0	1: Male	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	it looks nice it shows that its healthy and flavorfull

XID	Q2	Q3	Q4
9528	I say that because it says all of this clearly on the label	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9530	Written on the package pretty self explanatory	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9531	its the brand I see	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
9533	Written on the packaging	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	1: This product DOES contain added caramel coloring
9535	All of the advertising on the bread	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
9536	its baked fresh with a traditional recipe and has 0 grams trans fat,also in big red letters it tells you on the label that it does not contain high fructose corn syrup.	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9537	THATS THE STANDARD PACKAGING FOR BREAD	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	1: This product DOES contain added caramel coloring
9541	Its on packaging it right in front of me	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
9545	Right on the front	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9546	i saw it and that's what concerns me	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	1: This product DOES contain added caramel coloring
9547	because its what i see and read in the packaging	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9550	because that it what the package shows me	4: Don't know/no opinion	4: Don't know/no opinion

XID	Q5	Q6	Q7
9528	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9530	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9531	1: This product DOES contain riboflavin		
9533	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9535	2: This product does NOT contain riboflavin		
9536	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	1: Influence your decision to purchase this product
9537	3: There is not enough information to determine whether or not this product contains riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9541	3: There is not enough information to determine whether or not this product contains riboflavin		
9545	1: This product DOES contain riboflavin	1: Affect the way you use this product	1: Influence your decision to purchase this product
9546	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9547	4: Don't know/no opinion	1: Affect the way you use this product	1: Influence your decision to purchase this product
9550	4: Don't know/no opinion		

XID	Q8	Q9	Q10
9528			
9530			
9531			3: Not enough information to tell
9533			
9535			2: Would NOT affect the way you use this product
9536	2: Neither more nor less likely to purchase this product over similar products	i really like the product it tastes great and its healthyer than whats out there.	
9537			
9541			1: Would affect the way you use this product
9545	3: Less likely to purchase this product over similar products	Because I know its not good for me	
9546			
9547	3: Less likely to purchase this product over similar products	because they can make it natural. why bother put something like that	
9550			2: Would NOT affect the way you use this product

XID	Q11	Q12	Q13	Duration	Bread
9528				N/A	1
9530				N/A	
9531	3: Don't know/No opinion			N/A	1
9533				N/A	
9535	2: Not influence your decision to purchase this product			N/A	1
9536				N/A	1
9537				N/A	1
9541	2: Not influence your decision to purchase this product			N/A	
9545				N/A	1
9546				N/A	1
9547				N/A	
9550	2: Not influence your decision to purchase this product			N/A	

XID	Healthy/good for you	Good quality	Color makes nutritious	Color derived from baking or flour	No added coloring
9528					
9530					
9531					
9533					
9535	1				
9536	1				
9537					
9541					
9545					
9546					
9547					
9550	1				

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4
9554	1: Real	9: Ontario Mills, Ontario	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	1	0	0
9556	1: Real	3: Mainplace Mall, Santa Ana	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	0	1	0	0
9565	1: Real	1: Puente Hills Mall, City of Industry	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0
9573	1: Real	8: Great Mall, Milpitas	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	0	1	0	0
9578	1: Real	7: Antelope Valley, Palmdale	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	0	0	0
9579	1: Real	6: Stonewood Center, Downey	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	1	0	0	0
9580	1: Real	3: Mainplace Mall, Santa Ana	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	0	1	0	1
9581	1: Real	3: Mainplace Mall, Santa Ana	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	1	1	1
9583	1: Real	11: North County Mall, Escondido	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0
9587	1: Real	9: Ontario Mills, Ontario	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0
9590	1: Real	11: North County Mall, Escondido	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0
9596	1: Real	6: Stonewood Center, Downey	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	1	0	0	0	1	0	0
9597	1: Real	6: Stonewood Center, Downey	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0

XID	S4_5	S4_6	S4_7	S4_8	S4_9	S5	S6	CONDITION	Q0	Q1
9554	0	0	0	0	0	2: Female	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	That it is dark rye and it does not have high fructose corn syrup
9556	0	0	0	0	0	2: Female	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	its oroweat dark rye. its a traditional recipe with 0 grams of trans fat. it is also baked fresh. and does not high fructose corn syrup.
9565	0	0	0	0	0	1: Male	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	that it is dark rye bread
9573	0	1	0	0	0	2: Female	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	that its health. low in sodium and low in sugar. no transfat no corn syrup the calories are low and its a healthy product. i would buy it
9578	0	0	0	0	0	2: Female	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	GRAINS. NO HIGH FRUCTOSE CORN SYRUP. LOW IN FAT AND CALORIES
9579	0	1	0	0	0	2: Female	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	i like it its really good
9580	0	0	0	0	0	1: Male	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	its wheat bread. Its healthy for you. its freshly baked. it has 0 grams of fat. traditional recipe. 80 calories. 14 servings per container.
9581	1	1	0	0	0	2: Female	1: 18 – 34	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	its wheat bread.
9583	0	0	0	0	0	1: Male	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	They are saying its pretty good for you. grains for life fresh baked traditional.
9587	0	0	0	0	0	1: Male	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	packaged well, makes me want to try it , looks healthy andit looks fresh
9590	0	0	0	0	0	1: Male	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	Low quality.
9596	0	0	0	0	0	1: Male	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	THAT I WOULD GET THIS BRAND AND TASTE GOOD
9597	0	1	0	0	0	2: Female	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	THAT ITS GRAIN FOR LIFE

XID	Q2	Q3	Q4
9554	it says it on the packaging	2: This product does NOT contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains added caramel coloring
9556	the package has this information all over the product.	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9565	it says so on the package	4: Don't know/no opinion	3: There is not enough information to determine whether or not this product contains added caramel coloring
9573	because its easy to figure out and written in the package. its easy to read	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
9578	THE PACKAGING	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9579	becuase it is delicious	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains added caramel coloring
9580	I looked at all the nutrition facts. It has no high fructose corn syrup. its wheat bread	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9581	because I can see the dark of the bread from the clear plastic cover.	2: This product does NOT contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains added caramel coloring
9583	It says it all on the package.	2: This product does NOT contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains added caramel coloring
9587	the way it is well packed only thing is it is not resealable	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9590	The label.	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9596	I HAVE BOTTEN IT AND TATED IT	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains added caramel coloring
9597	IT LOOKS HEALTHY AND FRESH	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring

XID	Q5	Q6	Q7
9554	3: There is not enough information to determine whether or not this product contains riboflavin		
9556	1: This product DOES contain riboflavin	1: Affect the way you use this product	1: Influence your decision to purchase this product
9565	4: Don't know/no opinion		
9573	2: This product does NOT contain riboflavin		
9578	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9579	3: There is not enough information to determine whether or not this product contains riboflavin		
9580	4: Don't know/no opinion	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9581	4: Don't know/no opinion		
9583	1: This product DOES contain riboflavin		
9587	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9590	4: Don't know/no opinion	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9596	3: There is not enough information to determine whether or not this product contains riboflavin		
9597	2: This product does NOT contain riboflavin		

XID	Q8	Q9	Q10
9554			3: Not enough information to tell
9556	3: Less likely to purchase this product over similar products	I do not appreciate any sort of food coloring or anything artificial in my food. specially if the are suppose to be ""natural"".	
9565			2: Would NOT affect the way you use this product
9573			2: Would NOT affect the way you use this product
9578			
9579			3: Not enough information to tell
9580			
9581			2: Would NOT affect the way you use this product
9583			2: Would NOT affect the way you use this product
9587			
9590			
9596			4: Don't know/No opinion
9597			1: Would affect the way you use this product

XID	Q11	Q12	Q13	Duration	Bread
9554	3: Don't know/No opinion			N/A	
9556				N/A	
9565	2: Not influence your decision to purchase this product			N/A	1
9573	2: Not influence your decision to purchase this product			N/A	
9578				N/A	
9579	3: Don't know/No opinion			N/A	
9580				N/A	1
9581	2: Not influence your decision to purchase this product			N/A	1
9583	2: Not influence your decision to purchase this product			N/A	
9587				N/A	
9590				N/A	
9596	2: Not influence your decision to purchase this product			N/A	
9597	1: Influence your decision to purchase this product	1: More likely to purchase this product over similar products	CAUSE I CAN EAT IT	N/A	

XID	Healthy/good for you	Good quality	Color makes nutritious	Color derived from baking or flour	No added coloring
9554					
9556					
9565					
9573	1				
9578					
9579					
9580	1				
9581				1	
9583	1				
9587	1				
9590					
9596					
9597	1				

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4
9602	1: Real	3: Mainplace Mall, Santa Ana	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	0	0	0
9604	1: Real	3: Mainplace Mall, Santa Ana	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	0	0	0
9605	1: Real	3: Mainplace Mall, Santa Ana	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	0	1	1
9606	1: Real	3: Mainplace Mall, Santa Ana	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	1	0	0
9609	1: Real	6: Stonewood Center, Downey	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	0	1	0	0
9613	1: Real	8: Great Mall, Milpitas	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	0	0	0
9619	1: Real	6: Stonewood Center, Downey	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	0	0	0
9622	1: Real	6: Stonewood Center, Downey	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	0	1	1	0
9623	1: Real	9: Ontario Mills, Ontario	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	0	0	0
9626	1: Real	9: Ontario Mills, Ontario	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	0	0	0
9629	1: Real	9: Ontario Mills, Ontario	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	1	1	0

XID	S4_5	S4_6	S4_7	S4_8	S4_9	S5	S6	CONDITION	Q0	Q1
9602	0	1	0	0	0	2: Female	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	that its orowheat. its dark rye that is freshly baked.
9604	0	0	0	0	0	1: Male	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	Its freshly baked. it has 0 grams of fat. No high fructose corn syrup.
9605	0	1	0	0	0	2: Female	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	This product is a german dark rye bread. It is healthy because it does not contain high fructose corn syrup and it is low in calories.
9606	1	1	0	0	0	1: Male	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	its healthy for you. it has a natural taste.
9609	1	0	0	0	0	2: Female	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	it looks healthy and fullfiling
9613	0	0	0	0	0	2: Female	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	It makes me feel like at home and that I am with my family having a warm dinner and we are laughing. It is gathering message to get along with your loved ones and share.
9619	0	0	0	0	0	1: Male	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	THE BREAD IS FRESH
9622	0	0	0	0	0	1: Male	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	ITS HEALTHY AND GOOD FOR YOU
9623	1	0	0	0	0	2: Female	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	That it has no trans fats and its fresh and its a great source of grains.
9626	0	0	0	0	0	1: Male	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	That its the same old traditional recipe.
9629	1	0	0	0	0	1: Male	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	it has no high fructose corn syrup. it is freshly baked. traditional recipe and 0 grams of trans fat.

XID	Q2	Q3	Q4
9602	because orowheats name is on the front of the package. and it says its freshly baked on the bottom of the bag.	1: This product DOES contain high fructose corn syrup	4: Don't know/no opinion
9604	The quality of the bread. Its wheat bread so it should be healthy.	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9605	the labeling of the package. The clear plastic lets me see the bread.	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9606	its wheat bread. Its a traditional recipe.	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9609	just how the package and product looks because its brown and thin	2: This product does NOT contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains added caramel coloring
9613	It tells me that because of the products feel and type of food.	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains added caramel coloring
9619	THE WAY IS PACKAGED LOOKS GOOD	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
9622	IT SAYS NO HIGH CORN SYRUP AND IT LOOKS NATURAL	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain added caramel coloring
9623	It was written on it.	2: This product does NOT contain high fructose corn syrup	4: Don't know/no opinion
9626	The way it looks and that it's what they're trying to convey based on the description of the product package.	4: Don't know/no opinion	4: Don't know/no opinion
9629	that's what stood out to me the most on the description of the product.	1: This product DOES contain high fructose corn syrup	1: This product DOES contain added caramel coloring

XID	Q5	Q6	Q7
9602	4: Don't know/no opinion		
9604	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	3: Don't know/No opinion
9605	1: This product DOES contain riboflavin	4: Don't know/No opinion	3: Don't know/No opinion
9606	1: This product DOES contain riboflavin	1: Affect the way you use this product	2: Not influence your decision to purchase this product
9609	3: There is not enough information to determine whether or not this product contains riboflavin		
9613	3: There is not enough information to determine whether or not this product contains riboflavin		
9619	2: This product does NOT contain riboflavin		
9622	3: There is not enough information to determine whether or not this product contains riboflavin		
9623	4: Don't know/no opinion		
9626	4: Don't know/no opinion		
9629	1: This product DOES contain riboflavin	1: Affect the way you use this product	1: Influence your decision to purchase this product

XID	Q8	Q9	Q10
9602			2: Would NOT affect the way you use this product
9604			
9605			
9606			
9609			1: Would affect the way you use this product
9613			3: Not enough information to tell
9619			3: Not enough information to tell
9622			1: Would affect the way you use this product
9623			2: Would NOT affect the way you use this product
9626			2: Would NOT affect the way you use this product
9629	3: Less likely to purchase this product over similar products	I guess I should be more careful when I read the ingredients and make sure I'm buying what I think I'm paying for. I would rather buy something more natural with less artificial ingredients.	

XID	Q11	Q12	Q13	Duration	Bread
9602	3: Don't know/No opinion			N/A	
9604				N/A	1
9605				N/A	1
9606				N/A	1
9609	1: Influence your decision to purchase this product	3: Less likely to purchase this product over similar products	i want something thats natural and not so artificial	N/A	
9613	2: Not influence your decision to purchase this product			N/A	
9619	2: Not influence your decision to purchase this product			N/A	1
9622	2: Not influence your decision to purchase this product			N/A	
9623	2: Not influence your decision to purchase this product			N/A	
9626	2: Not influence your decision to purchase this product			N/A	
9629				N/A	

XID	Healthy/good for you	Good quality	Color makes nutritious	Color derived from baking or flour	No added coloring
9602					
9604	1	1			
9605	1				
9606	1				
9609	1		1		
9613					
9619		1			
9622	1				
9623					
9626					
9629					

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4
9639	1: Real	6: Stonewood Center, Downey	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	0	1	1	0
9641	1: Real	6: Stonewood Center, Downey	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	0	1	0	0
9661	1: Real	10: Northridge Fashion Center, Northridge	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	1	0	0
9670	1: Real	11: North County Mall, Escondido	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0
9671	1: Real	9: Ontario Mills, Ontario	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	1	0	0
9673	1: Real	1: Puente Hills Mall, City of Industry	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	0	0	0
9674	1: Real	10: Northridge Fashion Center, Northridge	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0
9684	1: Real	5: Plaza Camino Mall, Carlsbad	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	0	1	1	1
9686	1: Real	9: Ontario Mills, Ontario	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	1	0	0
9726	1: Real	10: Northridge Fashion Center, Northridge	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	0	1	0
9733	1: Real	11: North County Mall, Escondido	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	0	1	0	0

XID	S4_5	S4_6	S4_7	S4_8	S4_9	S5	S6	CONDITION	Q0	Q1
9639	0	0	0	0	0	1: Male	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	IT HAS LOW CALORIES, NO TRANSFAT, NO SODIUM THAT IS THE FIRST THING I PICKED OFF FROM IT.
9641	0	0	0	0	0	1: Male	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	neat clean all wrapped all is clearly to read and it taste really good and its healthy
9661	0	1	0	0	0	1: Male	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	It is schwarzwailder dark rye.
9670	0	0	0	0	0	2: Female	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	That its freshly baked it doesn't have any trans fat its healthy because it has a symbol that says grains for life its high in fiber it doesn't have any sugar cause of the no High fructose corn syrup Very healthy product
9671	0	1	0	0	0	2: Female	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	that it is fresh baked and its a traditional recipe and 0 grams trans fat
9673	0	0	0	0	0	2: Female	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	that its a dark rye that is freshly baked and has a traditional receipe
9674	0	0	0	0	0	1: Male	1: 18 – 34	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	That inside is a dark Rye bread with no corn syrup and o grams trans fat.
9684	0	1	0	0	0	2: Female	2: 35 – 54	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	that the number one thing is that it has no high fruitos corn syrup and that it does not have trans fat. I like that it says that it is a traditional recipe. I like that it only has 40 calories and no saturated fat.
9686	0	1	0	0	0	1: Male	2: 35 – 54	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	that it is whole grain
9726	0	1	0	0	0	1: Male	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	Healthy, Imported, Low in calories.
9733	0	0	0	0	0	1: Male	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	Convenient, Compact. It looks healthy and foriegn

XID	Q2	Q3	Q4
9639	THOSE ARE THE FACTS I ALWAYS GET FROM THE BREADS	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9641	cause i like the bread	4: Don't know/no opinion	4: Don't know/no opinion
9661	It says that on the bread.	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9670	From the packaging and the nutritional facts label	2: This product does NOT contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains added caramel coloring
9671	it says it on the lable	4: Don't know/no opinion	1: This product DOES contain added caramel coloring
9673	it says it on the lable	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9674	I see it written on the package.	2: This product does NOT contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains added caramel coloring
9684	It is what I saw on the package front and all around the back side also.	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9686	it says it on the bag	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	4: Don't know/no opinion
9726	the Name of it. The ingredients.	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
9733	the shape, the size. the overall physical appearance. and the name was very interesting. German maybe?	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring

XID	Q5	Q6	Q7
9639	3: There is not enough information to determine whether or not this product contains riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9641	1: This product DOES contain riboflavin		
9661	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9670	1: This product DOES contain riboflavin		
9671	4: Don't know/no opinion	1: Affect the way you use this product	1: Influence your decision to purchase this product
9673	1: This product DOES contain riboflavin	1: Affect the way you use this product	1: Influence your decision to purchase this product
9674	4: Don't know/no opinion		
9684	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9686	4: Don't know/no opinion		
9726	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
9733	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product

XID	Q8	Q9	Q10
9639			
9641			3: Not enough information to tell
9661			
9670			2: Would NOT affect the way you use this product
9671	3: Less likely to purchase this product over similar products	why does break have to have a color why cant it be its normal color	
9673	3: Less likely to purchase this product over similar products	I don't like my breads to have coloring in them	
9674			1: Would affect the way you use this product
9684			
9686			3: Not enough information to tell
9726			
9733			

XID	Q11	Q12	Q13	Duration	Bread
9639				N/A	1
9641	3: Don't know/No opinion			N/A	1
9661				N/A	1
9670	2: Not influence your decision to purchase this product			N/A	1
9671				N/A	
9673				N/A	
9674	1: Influence your decision to purchase this product	3: Less likely to purchase this product over similar products	Other brands don't need to use anything artificial for the color of the bread, so I would just get a different brand.	N/A	1
9684				N/A	
9686	3: Don't know/No opinion			N/A	
9726				N/A	
9733				N/A	

XID	Healthy/good for you	Good quality	Color makes nutritious	Color derived from baking or flour	No added coloring
9639					
9641	1				
9661					
9670					
9671					
9673					
9674					
9684					
9686					
9726	1				
9733	1				

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4
10739	1: Real	10: Northridge Fashion Center, Northridge	1: Oroweat	0	0	0	0	0	0	1	2: No	1	0	0	0	0	1	1	0	1
10969	1: Real	3: Mainplace Mall, Santa Ana	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	0	0	0	0	1	0	0
10986	1: Real	1: Puente Hills Mall, City of Industry	1: Oroweat	0	0	0	0	0	0	1	2: No	1	1	1	0	0	1	1	1	1

XID	S4_5	S4_6	S4_7	S4_8	S4_9	S5	S6	CONDITION	Q0	Q1
10739	0	0	0	0	0	1: Male	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	This is a bread that is baked fresh on a daily. It is also a dark eye bread. Has a long name.
10969	1	0	0	0	0	1: Male	3: 55 or older	1: OROWEAT DARK RYE A	1: OROWEAT DARK RYE BREAD A	that its a dark rye bread and its fresh baked. it also has no high fructose corn syrup in it.
10986	0	0	0	0	0	1: Male	3: 55 or older	2: OROWEAT DARK RYE B	2: OROWEAT DARK RYE BREAD B	healthy eating which is strongly emphasized.

XID	Q2	Q3	Q4
10739	It says it is a dark rye. It is also saying that it is baked on a daily and fresh.	1: This product DOES contain high fructose corn syrup	1: This product DOES contain added caramel coloring
10969	it states it on the package for you to see.	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain added caramel coloring
10986	by reading the packaging.	1: This product DOES contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains added caramel coloring

XID	Q5	Q6	Q7
10739	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
10969	1: This product DOES contain riboflavin	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
10986	4: Don't know/no opinion		

XID	Q8	Q9	Q10
10739			
10969			
10986			1: Would affect the way you use this product

XID	Q11	Q12	Q13	Duration	Bread
10739				N/A	1
10969				N/A	1
10986	2: Not influence your decision to purchase this product			N/A	

XID	Healthy/good for you	Good quality	Color makes nutritious	Color derived from baking or flour	No added coloring
10739					
10969					
10986	1				

XID	REAL	LOCATION	BRAND_QUOTA	S1_a	S1_b	S1_c	S1_d	S1_e	S1_f
37708	1: REAL	3: Mainplace Mall, Santa Ana	3: Sara Lee Breads	0	0	0	0	0	0
37711	1: REAL	2: Southland Mall, Hayward	3: Sara Lee Breads	0	0	0	0	0	0
37713	1: REAL	12: Chula Vista Center, Chula Vista	3: Sara Lee Breads	0	0	0	0	0	0
37716	1: REAL	12: Chula Vista Center, Chula Vista	3: Sara Lee Breads	0	0	0	0	0	0
37718	1: REAL	12: Chula Vista Center, Chula Vista	3: Sara Lee Breads	0	0	0	0	0	0
37719	1: REAL	12: Chula Vista Center, Chula Vista	3: Sara Lee Breads	0	0	0	0	0	0
37720	1: REAL	12: Chula Vista Center, Chula Vista	3: Sara Lee Breads	0	0	0	0	0	0
37725	1: REAL	12: Chula Vista Center, Chula Vista	3: Sara Lee Breads	0	0	0	0	0	0
37726	1: REAL	7: Antelope Valley, Palmdale	3: Sara Lee Breads	0	0	0	0	0	0
37728	1: REAL	5: Plaza Camino Mall, Carlsbad	3: Sara Lee Breads	0	0	0	0	0	0

XID	S1_g	S2	S3_a	S3_b	S3_c	S3_d	S3_e	S3_f	S4_a	S4_b	S4_c	S4_d	S4_e
37708	1	2: No	0	0	0	1	0	0	0	0	0	1	1
37711	1	2: No	0	0	0	1	0	0	1	1	0	1	0
37713	1	2: No	0	0	0	1	0	0	1	0	0	1	0
37716	1	2: No	1	1	0	1	0	0	1	0	0	1	0
37718	1	2: No	0	1	0	1	0	0	1	0	0	1	0
37719	1	2: No	0	1	0	1	0	0	1	1	0	1	0
37720	1	2: No	0	1	0	1	0	0	1	0	0	0	1
37725	1	2: No	0	0	0	1	0	0	1	1	0	0	0
37726	1	2: No	0	0	0	1	0	0	1	0	0	1	0
37728	1	2: No	1	0	0	1	0	0	1	0	0	1	0

XID	S4_f	S4_g	S4_h	S5	S6	CONDITION
37708	0	0	0	2: Female	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37711	0	0	0	2: Female	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37713	0	0	0	1: Male	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37716	0	0	0	2: Female	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37718	0	0	0	2: Female	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37719	0	0	0	2: Female	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37720	0	0	0	2: Female	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37725	0	0	0	1: Male	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37726	0	0	0	2: Female	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37728	0	0	0	1: Male	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B

XID	Q0	Q1	Q2
37708	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	the fact that its whole grain, whole wheat. and it says its heart healthy.	it says that its heart healthy on the front.
37711	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	that its healthy.	because it's 100% whole wheat.
37713	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	a classic wheat bread and it is natural. it is sara lee brand a popular brand.	it is all on the package.
37716	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	it is heart healthy. it is wheat bread which is better for you. it is baked.	because i read it on the package and believe it
37718	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	it is whole wheat very heart healthy made by sara lee	im reading it off the package, its also the brand of wheat bread I use so I know that
37719	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	that it is 100 percent whole wheat bread.with no 0g trans fat in it so that makes it a healthy choice. good for your heart to to help keep it healthy. it has 4 percent folic acid in it.it also has soy flour in it to.	the package tells it all if you just read it.
37720	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	it tells me it is 100% whole wheat grain that it is nutritional it is heart healthy and classic	because that's what the package says and I believe it is a good brand of freshness
37725	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	Very healthy, 100% wheat, good for the heart and only 70 calories	the labeling
37726	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	That the bread is nutritional and it looks very healthy.	The food facts on the side of it and the whole grain.
37728	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	freshness. its nutritious. its good for my heart. its whole grain. low in sugar. good source of fiber.	its all on the label and the fact that its whole wheat

XID	QUESTION_SERIES	Q3	Q4
37708	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
37711	1: 100% WHOLE WHEAT First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
37713	2: GOOD SOURCE OF WHOLE GRAIN First	4: Don't know/ no opinion	4: Don't know/ no opinion
37716	1: 100% WHOLE WHEAT First	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain soy flour
37718	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
37719	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
37720	2: GOOD SOURCE OF WHOLE GRAIN First	4: Don't know/ no opinion	4: Don't know/ no opinion
37725	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
37726	1: 100% WHOLE WHEAT First	2: This product does NOT contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
37728	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour

XID	Q5	Q6	Q7
37708	1: This product DOES contain folic acid	1: Affect the way you use this product	1: Influence your decision to purchase this product
37711	4: Don't know/ no opinion		
37713	4: Don't know/ no opinion		
37716	4: Don't know/ no opinion	2: NOT affect the way you use this product	1: Influence your decision to purchase this product
37718	3: There is not enough information to determine whether or not this product contains folic acid	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
37719	1: This product DOES contain folic acid	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
37720	4: Don't know/ no opinion		
37725	3: There is not enough information to determine whether or not this product contains folic acid		
37726	3: There is not enough information to determine whether or not this product contains folic acid		
37728	1: This product DOES contain folic acid	4: Don't know/No opinion	2: Not influence your decision to purchase this product

XID	Q8	Q9	Q10
37708	3: Less likely to purchase this product over similar products	because of research on soy. its processed and it gives you breast cancer.	
37711			3: Not enough information to tell
37713			4: Don't know/No opinion
37716	1: More likely to purchase this product over similar products	because it can contain it and i will still buy it	
37718			
37719			
37720			1: Would affect the way you use this product
37725			2: Would NOT affect the way you use this product
37726			2: Would NOT affect the way you use this product
37728			

XID	Q11	Q12	Q13
37708			
37711	2: Not influence your decision to purchase this product		
37713	2: Not influence your decision to purchase this product		
37716			
37718			
37719			
37720	3: Don't know/No opinion		
37725	2: Not influence your decision to purchase this product		
37726	2: Not influence your decision to purchase this product		
37728			

XID	Q14	Q15	Q16
37708	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product
37711	4: Don't know/no opinion		
37713	4: Don't know/no opinion		
37716	1: This product HAS whole grain	4: Don't know/ No opinion	
37718	1: This product HAS whole grain	3: There is not enough information on the package to determine whether or not the product has a specific level of whole grain	
37719	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37720	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37725	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37726	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37728	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product

XID	Q17	Q18	Q19
37708			
37711			
37713			
37716			
37718			
37719	1: More likely to purchase this product over similar products	because i know it will be healthy	3: One of many reasons you would purchase this product
37720	1: More likely to purchase this product over similar products	because it tells me what is in the bread and calories sodium carbohydrates	3: One of many reasons you would purchase this product
37725	1: More likely to purchase this product over similar products	I like that it is really healthy and good for the heart	2: A primary reason you would purchase this product
37726	1: More likely to purchase this product over similar products	Because the healthier it is the better chance that people are going to buy it.	2: A primary reason you would purchase this product
37728	1: More likely to purchase this product over similar products	because whole grain is supposed to be good for you	3: One of many reasons you would purchase this product

XID	Q20	Duration	Healthy/good for you	Healthier than other	Good/excellent source of whole grain
37708		06:52.0	1		
37711		08:03.0	1		
37713		06:20.0	1		
37716		08:46.0	1		
37718		09:19.0	1		
37719	because whole wheat is much better for your health in the long run.	11:36.0	1		
37720	I think it is a good brand of bread	13:47.0	1		1
37725	Its a really important part of my decision to purchase it, but so is the price and my budget	11:23.0	1		
37726	Wheat bread is supposed to have whole wheat in it.	07:58.0	1		
37728	it has other nutritional benefits that i would look at too instead of just focusing on one	11:12.0	1		

XID	REAL	LOCATION	BRAND_QUOTA	S1_a	S1_b	S1_c	S1_d	S1_e	S1_f
37729	1: REAL	9: Ontario Mills, Ontario	3: Sara Lee Breads	0	0	0	0	0	0
37730	1: REAL	9: Ontario Mills, Ontario	3: Sara Lee Breads	0	0	0	0	0	0
37731	1: REAL	6: Stonewood Center, Downey	3: Sara Lee Breads	0	0	0	0	0	0
37732	1: REAL	12: Chula Vista Center, Chula Vista	3: Sara Lee Breads	0	0	0	0	0	0
37733	1: REAL	11: North County Mall, Escondido	3: Sara Lee Breads	0	0	0	0	0	0
37738	1: REAL	7: Antelope Valley, Palmdale	3: Sara Lee Breads	0	0	0	0	0	0
37739	1: REAL	7: Antelope Valley, Palmdale	3: Sara Lee Breads	0	0	0	0	0	0
37740	1: REAL	5: Plaza Camino Mall, Carlsbad	3: Sara Lee Breads	0	0	0	0	0	0
37741	1: REAL	8: Great Mall, Milpitas	3: Sara Lee Breads	0	0	0	0	0	0

XID	S1_g	S2	S3_a	S3_b	S3_c	S3_d	S3_e	S3_f	S4_a	S4_b	S4_c	S4_d	S4_e
37729	1	2: No	0	0	0	1	0	0	1	0	0	1	1
37730	1	2: No	0	0	1	1	0	0	1	0	1	1	0
37731	1	2: No	0	1	0	1	0	0	1	0	0	1	0
37732	1	2: No	1	1	0	1	0	0	1	0	0	0	0
37733	1	2: No	1	1	0	1	0	0	1	0	0	1	0
37738	1	2: No	0	0	0	1	0	0	1	0	0	1	0
37739	1	2: No	0	1	0	1	0	0	1	0	0	1	0
37740	1	2: No	1	1	1	1	0	0	1	0	0	0	1
37741	1	2: No	1	0	0	1	0	0	1	1	1	1	1

XID	S4_f	S4_g	S4_h	S5	S6	CONDITION
37729	0	0	0	2: Female	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37730	0	0	0	2: Female	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37731	0	0	0	2: Female	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37732	0	0	0	1: Male	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37733	0	0	0	2: Female	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37738	0	0	0	2: Female	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37739	0	0	0	1: Male	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37740	0	0	0	2: Female	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37741	0	0	0	2: Female	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B

XID	Q0	Q1	Q2
37729	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	it has a lot of whole grain and its healthy for you and freshy baked	cause it says right in the product low in sodium low in fats and high in protien
37730	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	GOOD WHOLE GRAIN THAT IT IS WHEAT 16 OZ NONFAT	I READ IT
37731	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	that its healthy. the diatary fiber and the protein	because I can tell all of this by looking at the packaging.
37732	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	is whole flavor of wheat, freshness, nutritional.	because of the labeling on the package telling you.
37733	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	healthy bread	brown bread that says its a good source of whole grain. heart healthy
37738	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	That its simple and that its good for you and that it has wheat.	Because it has a picture of the wheat on the package.
37739	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	It says buy this right now.	There are a collection of colors around the packaging that induce hunger.
37740	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	That it's a high quality product because the graphics look very clear and high tech.	The graphics look high tech and it doesn't seem like cheap plastic, only high quality products use better materials
37741	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	for one its whole wheat and its healthy. its something i would recommened. its fresh.	just by looking at the package and by looking at the experation date. in addition i also look at the nutritional facts.

XID	QUESTION_SERIES	Q3	Q4
37729	2: GOOD SOURCE OF WHOLE GRAIN First	4: Don't know/ no opinion	4: Don't know/ no opinion
37730	1: 100% WHOLE WHEAT First	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain soy flour
37731	1: 100% WHOLE WHEAT First	2: This product does NOT contain high fructose corn syrup	4: Don't know/ no opinion
37732	1: 100% WHOLE WHEAT First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	4: Don't know/ no opinion
37733	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	4: Don't know/ no opinion
37738	1: 100% WHOLE WHEAT First	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain soy flour
37739	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain soy flour
37740	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	4: Don't know/ no opinion
37741	2: GOOD SOURCE OF WHOLE GRAIN First	4: Don't know/ no opinion	3: There is not enough information to determine whether or not this product contains soy flour

XID	Q5	Q6	Q7
37729			
37730	3: There is not enough information to determine whether or not this product contains folic acid		
37731	1: This product DOES contain folic acid		
37732	3: There is not enough information to determine whether or not this product contains folic acid		
37733	3: There is not enough information to determine whether or not this product contains folic acid		
37738	2: This product does NOT contain folic acid	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
37739	2: This product does NOT contain folic acid		
37740	4: Don't know/ no opinion		
37741	4: Don't know/ no opinion		

XID	Q8	Q9	Q10
37729			2: Would NOT affect the way you use this product
37730			2: Would NOT affect the way you use this product
37731			3: Not enough information to tell
37732			2: Would NOT affect the way you use this product
37733			1: Would affect the way you use this product
37738			
37739			2: Would NOT affect the way you use this product
37740			2: Would NOT affect the way you use this product
37741			2: Would NOT affect the way you use this product

XID	Q11	Q12	Q13
37729	2: Not influence your decision to purchase this product		
37730	1: Influence your decision to purchase this product	3: Less likely to purchase this product over similar products	I DONT SOY.
37731	2: Not influence your decision to purchase this product		
37732	1: Influence your decision to purchase this product	2: Neither more nor less likely to purchase this product over similar products	because I trust the makers
37733	1: Influence your decision to purchase this product	3: Less likely to purchase this product over similar products	because most soy is GMO and I am not about that shit
37738			
37739	2: Not influence your decision to purchase this product		
37740	2: Not influence your decision to purchase this product		
37741	2: Not influence your decision to purchase this product		

XID	Q14	Q15	Q16
37729	3: There is not enough information to determine whether this product does or does not have whole grain		
37730	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37731	1: This product HAS whole grain	3: There is not enough information on the package to determine whether or not the product has a specific level of whole grain	
37732	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37733	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37738	2: This product does NOT have whole grain		
37739	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product
37740	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product
37741	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product

XID	Q17	Q18	Q19
37729			
37730	1: More likely to purchase this product over similar products	THATS WHAT I WANT	2: A primary reason you would purchase this product
37731			
37732	1: More likely to purchase this product over similar products	because of the packaging of source of whole grain and heart healthy	3: One of many reasons you would purchase this product
37733	1: More likely to purchase this product over similar products	because it is healthier but the company should 100% take out the high fructose corn syrup	1: The sole reason you would purchase this product
37738			
37739			
37740			
37741	3: Less likely to purchase this product over similar products	it depends on the price.	

XID	Q20	Duration	Healthy/good for you	Healthier than other	Good/excellent source of whole grain
37729		05:24.0	1		1
37730	I THINK THATS WHAT IM SUPPOSED TO EAT	09:40.0	0		1
37731		15:32.0	1		
37732	because is heart healthy and low calorie	11:21.0	1		
37733	Because the ingredients have to many Chemicals. I like the whole grain because it makes me feel like I'm not eating chemicals.	14:17.0	1		1
37738		04:38.0	1		
37739		04:59.0	0		
37740		07:47.0	0		
37741		13:29.0	1		

XID	REAL	LOCATION	BRAND_QUOTA	S1_a	S1_b	S1_c	S1_d	S1_e	S1_f
37744	1: REAL	12: Chula Vista Center, Chula Vista	3: Sara Lee Breads	0	0	0	0	0	0
37745	1: REAL	12: Chula Vista Center, Chula Vista	3: Sara Lee Breads	0	0	0	0	0	0
37746	1: REAL	7: Antelope Valley, Palmdale	3: Sara Lee Breads	0	0	0	0	0	0
37749	1: REAL	12: Chula Vista Center, Chula Vista	3: Sara Lee Breads	0	0	0	0	0	0
37750	1: REAL	12: Chula Vista Center, Chula Vista	3: Sara Lee Breads	0	0	0	0	0	0
37753	1: REAL	4: Moreno Valley Mall, Moreno Valley	3: Sara Lee Breads	0	0	0	0	0	0
37754	1: REAL	3: Mainplace Mall, Santa Ana	3: Sara Lee Breads	0	0	0	0	0	0
37759	1: REAL	4: Moreno Valley Mall, Moreno Valley	3: Sara Lee Breads	0	0	0	0	0	0
37760	1: REAL	7: Antelope Valley, Palmdale	3: Sara Lee Breads	0	0	0	0	0	0

XID	S1_g	S2	S3_a	S3_b	S3_c	S3_d	S3_e	S3_f	S4_a	S4_b	S4_c	S4_d	S4_e
37744	1	2: No	0	0	0	1	0	0	1	0	0	1	0
37745	1	2: No	0	1	0	1	0	0	1	0	0	1	1
37746	1	2: No	1	1	1	1	0	0	1	0	0	1	0
37749	1	2: No	1	1	0	1	0	0	1	0	0	0	1
37750	1	2: No	0	0	0	1	0	0	1	0	0	0	1
37753	1	2: No	1	1	1	1	0	0	1	0	0	1	0
37754	1	2: No	0	1	0	1	0	0	1	0	0	0	0
37759	1	2: No	0	1	1	1	0	0	1	0	1	1	0
37760	1	2: No	1	0	0	1	0	0	1	0	0	1	1

XID	S4_f	S4_g	S4_h	S5	S6	CONDITION
37744	0	0	0	2: Female	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37745	0	0	0	1: Male	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37746	0	0	0	1: Male	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37749	0	0	0	2: Female	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37750	0	0	0	1: Male	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37753	0	0	0	1: Male	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37754	0	0	0	2: Female	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37759	0	0	0	1: Male	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37760	0	0	0	1: Male	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A

XID	Q0	Q1	Q2
37744	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	It tells me it is whole grain 100% with no trans fat A good source of whole wheat heart healthy and is from a bakery	by reading the packaging ON THE BREAD
37745	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	GRAB BY THE PLASTIC AND NOT SQUESH THE BREAD IT TELLS ME IT IS 16OZ'S WHEAT BREAD IT IS EXPENSIVE	I JUST BOUGHT SARA LEE BREAD YESTERDAY
37746	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	It has 100% Whole Grains	The package says so right on the front.
37749	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	THE MESSAGE IS THAT ITS GOOD FOR YOUR HEART, HAS LOW CALORIES.	IT TELLS YOU IN THE BREAD LOAF.
37750	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	it is whole grain. it is healthy for you. it is a good brand sara lee has less cholestrol than other breads.	i trust the brand it is the only brand i buy.
37753	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	heart healthy and low sugar and low on sodium	low calorie
37754	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	that its good for you and its heart healthy.	the heart in the front of the package.
37759	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	its soft and sweet	it feels smooth and sarah lee is sweet
37760	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	100% Whole Wheat, good source of whole grain	It's written on the lable

XID	QUESTION_SERIES	Q3	Q4
37744	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	4: Don't know/ no opinion
37745	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
37746	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
37749	1: 100% WHOLE WHEAT First	4: Don't know/ no opinion	2: This product does NOT contain soy flour
37750	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	2: This product does NOT contain soy flour
37753	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	4: Don't know/ no opinion
37754	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	4: Don't know/ no opinion
37759	1: 100% WHOLE WHEAT First	4: Don't know/ no opinion	4: Don't know/ no opinion
37760	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain soy flour

XID	Q5	Q6	Q7
37744	4: Don't know/ no opinion		
37745	3: There is not enough information to determine whether or not this product contains folic acid		
37746	3: There is not enough information to determine whether or not this product contains folic acid	2: NOT affect the way you use this product	1: Influence your decision to purchase this product
37749	1: This product DOES contain folic acid		
37750	4: Don't know/ no opinion		
37753	2: This product does NOT contain folic acid		
37754	4: Don't know/ no opinion		
37759	2: This product does NOT contain folic acid		
37760	1: This product DOES contain folic acid		

XID	Q8	Q9	Q10
37744			2: Would NOT affect the way you use this product
37745			2: Would NOT affect the way you use this product
37746	2: Neither more nor less likely to purchase this product over similar products	I buy bread that I know. I don't really stand in the aisles reading the list of ingredients. As long as it looks and tastes like my bread, I but it.	
37749			1: Would affect the way you use this product
37750			4: Don't know/No opinion
37753			3: Not enough information to tell
37754			2: Would NOT affect the way you use this product
37759			3: Not enough information to tell
37760			1: Would affect the way you use this product

XID	Q11	Q12	Q13
37744	2: Not influence your decision to purchase this product		
37745	1: Influence your decision to purchase this product	1: More likely to purchase this product over similar products	IT IS BETTER FOR YOU TO EAT 100% WHOLE WHEAT AND GRAIN
37746			
37749	2: Not influence your decision to purchase this product		
37750	2: Not influence your decision to purchase this product		
37753	3: Don't know/No opinion		
37754	1: Influence your decision to purchase this product	1: More likely to purchase this product over similar products	it says it in the package.
37759	1: Influence your decision to purchase this product	1: More likely to purchase this product over similar products	it has a perfect amount of soy flour to make it sweet with less sugar
37760	1: Influence your decision to purchase this product	3: Less likely to purchase this product over similar products	It's supposed to be whole wheat. So I expect wheat flour to eb used.

XID	Q14	Q15	Q16
37744	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product
37745	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37746	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	
37749	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	
37750	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37753	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product
37754	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37759	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	3: Don't know/No opinion
37760	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product

XID	Q17	Q18	Q19
37744			
37745	1: More likely to purchase this product over similar products	I LIKE THE COVERING AND PACKAGAING	3: One of many reasons you would purchase this product
37746			
37749			
37750	1: More likely to purchase this product over similar products	it is a healthier choice	3: One of many reasons you would purchase this product
37753			
37754	2: Neither more nor less likely to purchase this product over similar products	the national spot light and its has nutrients.	
37759			
37760	1: More likely to purchase this product over similar products	I'm after that whole grain wheat bread, so when I can see specifically that it is on the package, I know it is what I'm looking for.	3: One of many reasons you would purchase this product

XID	Q20	Duration	Healthy/good for you	Healthier than other	Good/excellent source of whole grain
37744		10:03.0	1		1
37745	CAUSE I WANT TO EAT	14:46.0	0		
37746		27:23.0	0		1
37749		13:51.0	1		
37750	the taste is like a wheat taste thats good	08:44.0	1	1	
37753		12:26.0	1		
37754		10:25.0	1		
37759		12:40.0	0		
37760	I like the Sara Lee brand, be it whole grain or white, so I'll buy anything Sara Lee, the whole grain is just an added bonus.	07:19.0	0		1

XID	REAL	LOCATION	BRAND_QUOTA	S1_a	S1_b	S1_c	S1_d	S1_e	S1_f
37761	1: REAL	7: Antelope Valley, Palmdale	3: Sara Lee Breads	0	0	0	0	0	0
37766	1: REAL	4: Moreno Valley Mall, Moreno Valley	3: Sara Lee Breads	0	0	0	0	0	0
37769	1: REAL	11: North County Mall, Escondido	3: Sara Lee Breads	0	0	0	0	0	0
37771	1: REAL	12: Chula Vista Center, Chula Vista	3: Sara Lee Breads	0	0	0	0	0	0
37772	1: REAL	11: North County Mall, Escondido	3: Sara Lee Breads	0	0	0	0	0	0
37774	1: REAL	5: Plaza Camino Mall, Carlsbad	3: Sara Lee Breads	0	0	0	0	0	0
37779	1: REAL	4: Moreno Valley Mall, Moreno Valley	3: Sara Lee Breads	0	0	0	0	0	0
37782	1: REAL	12: Chula Vista Center, Chula Vista	3: Sara Lee Breads	0	0	0	0	0	0
37784	1: REAL	6: Stonewood Center, Downey	3: Sara Lee Breads	0	0	0	0	0	0

XID	S1_g	S2	S3_a	S3_b	S3_c	S3_d	S3_e	S3_f	S4_a	S4_b	S4_c	S4_d	S4_e
37761	1	2: No	1	1	1	1	0	0	1	1	0	1	0
37766	1	2: No	0	1	0	1	0	0	1	0	0	1	0
37769	1	2: No	0	1	0	1	0	0	1	0	0	0	0
37771	1	2: No	0	0	0	1	0	0	1	0	0	0	0
37772	1	2: No	0	1	0	1	0	0	1	0	0	0	0
37774	1	2: No	1	1	1	1	0	0	1	1	1	0	1
37779	1	2: No	1	1	0	1	0	0	1	1	0	1	0
37782	1	2: No	1	1	0	1	0	0	1	0	0	0	0
37784	1	2: No	0	0	1	1	0	0	1	1	0	1	0

XID	S4_f	S4_g	S4_h	S5	S6	CONDITION
37761	0	0	0	2: Female	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37766	0	0	0	2: Female	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37769	0	0	0	2: Female	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37771	0	0	0	1: Male	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37772	0	0	0	2: Female	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37774	0	0	0	2: Female	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37779	0	0	0	1: Male	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37782	0	0	0	1: Male	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37784	0	0	0	1: Male	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A

XID	Q0	Q1	Q2
37761	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	It's got a lot of info, I like the Nutritional Spotlight thing.	It tells you everything you want or need to know in a bright visible section, you don't have to dig through the nutritional information
37766	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	whole wheat healthy full of grain and fiber and like the packaging	the detail on the packaging you can tell by the color of the bread
37769	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	It is healthy and yummy.	The package says it is healthy and I eat this brand and know its yummy.
37771	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	IT TELLS ME IT IS 100% WHOLE WHEAT I LIKE THE PACKAGAGING BECAUSE IT IS THICK AND WILL STAY FRESH LONGER	BECAUSE I CAN FEEL THE PACKAGE AND I LIKE THAT
37772	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	It has whole grain it would be worth trying.	It says whole wheat and whole grains and it is a darker COLOR.
37774	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	its heart healthy low on sugars and has only a total of 1 gram of fat,also 70 calories per slice.	the package has bold and bright green letters that read ""Nutritional spotlight"" which gives you important information on what its slice contains.
37779	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	that its healthy a good brand	the way its designed
37782	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	good for the heart low in calories and a good brand name brand,	because im familiar with this brand and I know it does good to the heart.
37784	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	whole wheet, good whole grain, very nutritious, low trans fats, made in a bakery and tells the joy of classic bread and guaranteed satisfaction	all the marking on the bread and logo

XID	QUESTION_SERIES	Q3	Q4
37761	1: 100% WHOLE WHEAT First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	2: This product does NOT contain soy flour
37766	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
37769	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
37771	2: GOOD SOURCE OF WHOLE GRAIN First	4: Don't know/ no opinion	4: Don't know/ no opinion
37772	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
37774	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	4: Don't know/ no opinion
37779	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain soy flour
37782	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
37784	1: 100% WHOLE WHEAT First	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain soy flour

XID	Q5	Q6	Q7
37761	1: This product DOES contain folic acid		
37766	1: This product DOES contain folic acid	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
37769	1: This product DOES contain folic acid	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
37771			
37772	3: There is not enough information to determine whether or not this product contains folic acid		
37774	3: There is not enough information to determine whether or not this product contains folic acid		
37779	3: There is not enough information to determine whether or not this product contains folic acid		
37782	1: This product DOES contain folic acid	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
37784	2: This product does NOT contain folic acid	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product

XID	Q8	Q9	Q10
37761			1: Would affect the way you use this product
37766			
37769			
37771			2: Would NOT affect the way you use this product
37772			2: Would NOT affect the way you use this product
37774			2: Would NOT affect the way you use this product
37779			2: Would NOT affect the way you use this product
37782			
37784			

XID	Q11	Q12	Q13
37761	1: Influence your decision to purchase this product	3: Less likely to purchase this product over similar products	Shouldn't it be whole grain flour?
37766			
37769			
37771	2: Not influence your decision to purchase this product		
37772	2: Not influence your decision to purchase this product		
37774	2: Not influence your decision to purchase this product		
37779	2: Not influence your decision to purchase this product		
37782			
37784			

XID	Q14	Q15	Q16
37761	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37766	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37769	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product
37771	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product
37772	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product
37774	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	
37779	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37782	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product
37784	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product

XID	Q17	Q18	Q19
37761	2: Neither more nor less likely to purchase this product over similar products	I see clearly in the Spotlights section that it has 14 grams of whole grain. But that is something I would expect of this product.	
37766	1: More likely to purchase this product over similar products	the more whole grain the better and that is a big deal to me	2: A primary reason you would purchase this product
37769			
37771			
37772			
37774			
37779	1: More likely to purchase this product over similar products	because it has 14 grams it makes me feel its more healthy	3: One of many reasons you would purchase this product
37782			
37784			

XID	Q20	Duration	Healthy/good for you	Healthier than other	Good/excellent source of whole grain
37761		06:43.0	0		
37766	the whole grain is important to me but like sara lee products overall	11:41.0	1		1
37769		07:10.0	1		
37771		04:51.0	0		
37772		09:55.0	0		
37774		12:04.0	1		
37779	because the sodium and fiber and the calories	10:09.0	1		
37782		06:10.0	1		
37784		53:59.0	0		1

XID	REAL	LOCATION	BRAND_QUOTA	S1_a	S1_b	S1_c	S1_d	S1_e	S1_f
37785	1: REAL	12: Chula Vista Center, Chula Vista	3: Sara Lee Breads	0	0	0	0	0	0
37787	1: REAL	4: Moreno Valley Mall, Moreno Valley	3: Sara Lee Breads	0	0	0	0	0	0
37789	1: REAL	1: Puente Hills Mall, City of Industry	3: Sara Lee Breads	0	0	0	0	0	0
37791	1: REAL	1: Puente Hills Mall, City of Industry	3: Sara Lee Breads	0	0	0	0	0	0
37792	1: REAL	6: Stonewood Center, Downey	3: Sara Lee Breads	0	0	0	0	0	0
37800	1: REAL	3: Mainplace Mall, Santa Ana	3: Sara Lee Breads	0	0	0	0	0	0
37805	1: REAL	8: Great Mall, Milpitas	3: Sara Lee Breads	0	0	0	0	0	0
37807	1: REAL	3: Mainplace Mall, Santa Ana	3: Sara Lee Breads	0	0	0	0	0	0
37808	1: REAL	6: Stonewood Center, Downey	3: Sara Lee Breads	0	0	0	0	0	0

XID	S1_g	S2	S3_a	S3_b	S3_c	S3_d	S3_e	S3_f	S4_a	S4_b	S4_c	S4_d	S4_e
37785	1	2: No	1	1	0	1	0	0	1	0	0	0	1
37787	1	2: No	1	1	1	1	0	0	1	0	0	1	0
37789	1	2: No	0	0	0	1	0	0	1	0	0	0	0
37791	1	2: No	0	0	0	1	0	0	1	0	0	0	0
37792	1	2: No	0	0	0	1	0	0	1	0	1	0	0
37800	1	2: No	1	0	0	1	0	0	1	0	0	1	0
37805	1	2: No	1	1	0	1	0	0	0	0	1	1	1
37807	1	2: No	1	1	0	1	0	0	1	0	0	1	1
37808	1	2: No	0	0	0	1	0	0	1	0	0	1	1

XID	S4_f	S4_g	S4_h	S5	S6	CONDITION
37785	0	0	0	2: Female	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37787	0	0	0	2: Female	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37789	0	0	0	1: Male	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37791	0	0	0	1: Male	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37792	0	0	0	2: Female	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37800	0	0	0	2: Female	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37805	0	0	0	2: Female	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37807	0	0	0	2: Female	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37808	0	0	0	1: Male	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A

XID	Q0	Q1	Q2
37785	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	THAT IT IS GUARANTEED AND FAMILY LIKE THIS BRAND OF BREAD AND LOVE IT.	IT SAYS IN THE LABEL OF THE LOAF OF BREAD PACKAGE.
37787	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	healthy	the whole wheat and the fact that it says healthy
37789	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	healthy way of eating and getting good nutrition for your body	the packaging indicates it is healthy for you
37791	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	it says it contains whole grains	the packaging and the bold letters
37792	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	that is a good wheat bread	the color because its brown
37800	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	It has a classic whole wheat taste. You get 1 pound of bread. There's 70 calories	It says so on the product's packaging.
37805	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	IT WANTS ME TO BUY IT. W.E. THE NUTRITIONAL SPOTLIGHT TELLS YOU THAT IT HAS 14 GRAMS OF WHOLE GRAIN.	BECAUSE IT SAYS IT ON THE NUTRITIONAL VALUE.
37807	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	its a good source of wheat and good for the heart	the package clearly states it
37808	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	its fresh great taste and for the family	it looks soft and feels moist and looks like it has a lot of fiber

XID	QUESTION_SERIES	Q3	Q4
37785	1: 100% WHOLE WHEAT First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
37787	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
37789	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
37791	2: GOOD SOURCE OF WHOLE GRAIN First	4: Don't know/ no opinion	4: Don't know/ no opinion
37792	1: 100% WHOLE WHEAT First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
37800	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
37805	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain soy flour
37807	1: 100% WHOLE WHEAT First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
37808	1: 100% WHOLE WHEAT First	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain soy flour

XID	Q5	Q6	Q7
37785	3: There is not enough information to determine whether or not this product contains folic acid		
37787	3: There is not enough information to determine whether or not this product contains folic acid		
37789	3: There is not enough information to determine whether or not this product contains folic acid	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
37791			
37792	2: This product does NOT contain folic acid		
37800	2: This product does NOT contain folic acid	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
37805	1: This product DOES contain folic acid		
37807	3: There is not enough information to determine whether or not this product contains folic acid		
37808	1: This product DOES contain folic acid	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product

XID	Q8	Q9	Q10
37785			3: Not enough information to tell
37787			2: Would NOT affect the way you use this product
37789			
37791			2: Would NOT affect the way you use this product
37792			2: Would NOT affect the way you use this product
37800			
37805			4: Don't know/No opinion
37807			1: Would affect the way you use this product
37808			

XID	Q11	Q12	Q13
37785	2: Not influence your decision to purchase this product		
37787	2: Not influence your decision to purchase this product		
37789			
37791	2: Not influence your decision to purchase this product		
37792	2: Not influence your decision to purchase this product		
37800			
37805	2: Not influence your decision to purchase this product		
37807	1: Influence your decision to purchase this product	3: Less likely to purchase this product over similar products	because I don't want unnatural ingredients in my food.
37808			

XID	Q14	Q15	Q16
37785	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product
37787	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37789	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	
37791	1: This product HAS whole grain	3: There is not enough information on the package to determine whether or not the product has a specific level of whole grain	
37792	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product
37800	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	
37805	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37807	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37808	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product

XID	Q17	Q18	Q19
37785			
37787	1: More likely to purchase this product over similar products	like whole grain	2: A primary reason you would purchase this product
37789			
37791			
37792			
37800			
37805	1: More likely to purchase this product over similar products	BECAUSE THE MORE WHOLE GRAIN THE BETTER, HEALTHIER THE BREAD IS.	2: A primary reason you would purchase this product
37807	2: Neither more nor less likely to purchase this product over similar products	because I want whole grain in my bread. I feel like it would make it healthier	
37808	1: More likely to purchase this product over similar products	whole grain is suppost to be better for you	2: A primary reason you would purchase this product

XID	Q20	Duration	Healthy/good for you	Healthier than other	Good/excellent source of whole grain
37785		05:57.0	0		
37787	if im gonna get something and its says it ill get what I want	11:19.0	1		
37789		24:11.0	1		
37791		08:31.0	0		
37792		10:27.0	0		
37800		16:25.0	0		
37805	I DONT KNOW. I NEVER REALLY THOUGHT ABOUT IT.	09:55.0	0		
37807		10:01.0	1		
37808	because this productlooks good	55:12.0	0		

XID	REAL	LOCATION	BRAND_QUOTA	S1_a	S1_b	S1_c	S1_d	S1_e	S1_f
37809	1: REAL	9: Ontario Mills, Ontario	3: Sara Lee Breads	0	0	0	0	0	0
37810	1: REAL	8: Great Mall, Milpitas	3: Sara Lee Breads	0	0	0	0	0	0
37811	1: REAL	8: Great Mall, Milpitas	3: Sara Lee Breads	0	0	0	0	0	0
37812	1: REAL	8: Great Mall, Milpitas	3: Sara Lee Breads	0	0	0	0	0	0
37819	1: REAL	6: Stonewood Center, Downey	3: Sara Lee Breads	0	0	0	0	0	0
37821	1: REAL	8: Great Mall, Milpitas	3: Sara Lee Breads	0	0	0	0	0	0
37822	1: REAL	6: Stonewood Center, Downey	3: Sara Lee Breads	0	0	0	0	0	0
37826	1: REAL	8: Great Mall, Milpitas	3: Sara Lee Breads	0	0	0	0	0	0

XID	S1_g	S2	S3_a	S3_b	S3_c	S3_d	S3_e	S3_f	S4_a	S4_b	S4_c	S4_d	S4_e
37809	1	2: No	0	0	0	1	0	0	1	0	0	0	0
37810	1	2: No	1	1	0	1	0	0	1	0	0	1	0
37811	1	2: No	1	1	1	1	0	0	1	1	1	1	1
37812	1	2: No	0	1	0	1	0	0	1	0	0	1	0
37819	1	2: No	0	0	1	1	0	0	1	0	0	1	0
37821	1	2: No	0	0	0	1	0	0	1	0	0	1	0
37822	1	2: No	1	1	1	1	0	0	1	0	0	1	0
37826	1	2: No	1	0	0	1	0	0	1	0	0	0	0

XID	S4_f	S4_g	S4_h	S5	S6	CONDITION
37809	0	0	0	2: Female	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37810	0	0	0	2: Female	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37811	0	0	0	2: Female	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37812	0	0	0	1: Male	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37819	0	0	0	2: Female	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37821	0	0	0	1: Male	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37822	0	0	0	2: Female	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37826	0	0	0	1: Male	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A

XID	Q0	Q1	Q2
37809	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	It tells me that they want to make sure people know what their buying.	Everything is a lot bigger.
37810	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	telling you it is a good source of whole wheat. a joy of classic sarah lee and the joy of eating.they are saying that it is a good taste for the family with love and guarantee. also that it is heart healing	because of the labels on the front
37811	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	THEY WANT THE CUSTOMER TO KNOW THAT ITS WHOLE WHEAT BREAD. (W.E.) AND WHO THE MAKER IS.	IT CLEARLY SAYS ON THE LABEL CLASSIC 100% WHOLE WHEAT AND THE MAKER ABOVE THAT.
37812	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	the nutritional fats like total carbs and sodium	because of the labels that are on the side are the nutritional facts
37819	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	its healthy	it says its whole weath whole grain and hard healthy
37821	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	that wheat is good for you and has essential nutrients. less than 2 grams of sugar	because of the nutritional spotlight.
37822	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	wheat bread.. its a nice package... 100 whole wheat	it has a nice presentation
37826	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	Too much plastic. In reality it reeks up and I dont like to get that. If it was all paper I would be happy.	More better quality. The higher quality paper for the higher quality bread. I would rater have a bread surrounded with paper.

XID	QUESTION_SERIES	Q3	Q4
37809	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain soy flour
37810	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
37811	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain soy flour
37812	1: 100% WHOLE WHEAT First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	4: Don't know/ no opinion
37819	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
37821	1: 100% WHOLE WHEAT First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	4: Don't know/ no opinion
37822	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain soy flour
37826	2: GOOD SOURCE OF WHOLE GRAIN First	4: Don't know/ no opinion	1: This product DOES contain soy flour

XID	Q5	Q6	Q7
37809	2: This product does NOT contain folic acid		
37810	3: There is not enough information to determine whether or not this product contains folic acid		
37811			
37812	3: There is not enough information to determine whether or not this product contains folic acid		
37819	3: There is not enough information to determine whether or not this product contains folic acid		
37821	3: There is not enough information to determine whether or not this product contains folic acid		
37822	1: This product DOES contain folic acid		
37826	2: This product does NOT contain folic acid	1: Affect the way you use this product	2: Not influence your decision to purchase this product

XID	Q8	Q9	Q10
37809			2: Would NOT affect the way you use this product
37810			3: Not enough information to tell
37811			2: Would NOT affect the way you use this product
37812			4: Don't know/No opinion
37819			3: Not enough information to tell
37821			4: Don't know/No opinion
37822			3: Not enough information to tell
37826			

XID	Q11	Q12	Q13
37809	2: Not influence your decision to purchase this product		
37810	3: Don't know/No opinion		
37811	2: Not influence your decision to purchase this product		
37812	1: Influence your decision to purchase this product	1: More likely to purchase this product over similar products	because it would be a better source of vitamins
37819	1: Influence your decision to purchase this product	1: More likely to purchase this product over similar products	this looks like a good product because its brown and healthy
37821	3: Don't know/No opinion		
37822	2: Not influence your decision to purchase this product		
37826			

XID	Q14	Q15	Q16
37809	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product
37810	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37811	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	
37812	4: Don't know/no opinion		
37819	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37821	4: Don't know/no opinion		
37822	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	3: Don't know/No opinion
37826	1: This product HAS whole grain	4: Don't know/ No opinion	

XID	Q17	Q18	Q19
37809			
37810	1: More likely to purchase this product over similar products	because it is a good source of whole grain	3: One of many reasons you would purchase this product
37811			
37812			
37819	1: More likely to purchase this product over similar products	the picture shows weath and it just looks really healthy	2: A primary reason you would purchase this product
37821			
37822			
37826			

XID	Q20	Duration	Healthy/good for you	Healthier than other	Good/excellent source of whole grain
37809		14:40.0	0		
37810	because i usually buy the bread without knowing all the nutritional facts	06:59.0	1		
37811		05:32.0	0		
37812		04:25.0	0		
37819	it looks healthy overall	14:24.0	1		
37821		06:14.0	1		
37822		09:45.0	0		
37826		07:55.0	0		

XID	REAL	LOCATION	BRAND_QUOTA	S1_a	S1_b	S1_c	S1_d	S1_e	S1_f
37827	1: REAL	9: Ontario Mills, Ontario	3: Sara Lee Breads	0	0	0	0	0	0
37829	1: REAL	9: Ontario Mills, Ontario	3: Sara Lee Breads	0	0	0	0	0	0
37854	1: REAL	5: Plaza Camino Mall, Carlsbad	3: Sara Lee Breads	0	0	0	0	0	0
37865	1: REAL	8: Great Mall, Milpitas	3: Sara Lee Breads	0	0	0	0	0	0
37866	1: REAL	3: Mainplace Mall, Santa Ana	3: Sara Lee Breads	0	0	0	0	0	0
37867	1: REAL	6: Stonewood Center, Downey	3: Sara Lee Breads	0	0	0	0	0	0
37871	1: REAL	2: Southland Mall, Hayward	3: Sara Lee Breads	0	0	0	0	0	0
37872	1: REAL	3: Mainplace Mall, Santa Ana	3: Sara Lee Breads	0	0	0	0	0	0

XID	S1_g	S2	S3_a	S3_b	S3_c	S3_d	S3_e	S3_f	S4_a	S4_b	S4_c	S4_d	S4_e
37827	1	2: No	0	0	0	1	0	0	1	0	0	0	0
37829	1	2: No	0	0	0	1	0	0	1	0	0	0	0
37854	1	2: No	0	1	0	1	0	0	1	1	0	1	1
37865	1	2: No	1	0	0	1	0	0	1	0	0	1	0
37866	1	2: No	1	1	1	1	0	0	1	1	0	0	0
37867	1	2: No	0	1	0	1	0	0	1	0	0	1	0
37871	1	2: No	1	1	1	1	0	0	1	1	1	1	1
37872	1	2: No	1	0	0	1	0	0	1	0	0	1	1

XID	S4_f	S4_g	S4_h	S5	S6	CONDITION
37827	0	0	0	1: Male	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37829	0	0	0	2: Female	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37854	0	0	0	1: Male	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37865	0	0	0	2: Female	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37866	0	0	0	2: Female	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37867	0	0	0	2: Female	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37871	0	0	0	1: Male	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37872	0	0	0	2: Female	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B

XID	Q0	Q1	Q2
37827	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	The product packaging is kind of stiff and it has a sort of healthy feel to it. It's whole grains and wheat.	I said what I said either because it literally said that on the label. I also said it was stiff because it was kind of tightly packaged.
37829	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	I'd say that it's a good source of whole grain and that it's bakery bread.	Just because the packaging says it has whole grains and bakery bread.
37854	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	The nutrition facts I always try to find something with less saturated fat.	I try to stay on a low salt diet and all that stuff. and i think that this is healthy for you
37865	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	fresh, soft	it looks freshly done
37866	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	its made by Sara Lee and its a 100 percent whole wheat.	That's the first thing your eye sees when you look at the front.
37867	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	ITS NUTRICIOUS BUT ALSO HEALTHIER FOR YOU.	JUST BECAUSE IT HAS WHOLE WHEAT ON IT AND THERES A PICTURE ON IT.
37871	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	nice loaf of bread makes me want a sandwich	because its clear and could see the bread and looks nice and fluffy
37872	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	its bakery bread that's made to be heart healthy.	its printed that its bakery bread at the bottom and along the side it lets you know that its heart healthy.

XID	QUESTION_SERIES	Q3	Q4
37827	2: GOOD SOURCE OF WHOLE GRAIN First	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain soy flour
37829	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain soy flour
37854	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
37865	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	1: This product DOES contain soy flour
37866	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain soy flour
37867	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain soy flour
37871	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain soy flour
37872	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain soy flour

XID	Q5	Q6	Q7
37827		2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
37829	1: This product DOES contain folic acid		
37854	4: Don't know/ no opinion		
37865	3: There is not enough information to determine whether or not this product contains folic acid	4: Don't know/No opinion	3: Don't know/No opinion
37866	1: This product DOES contain folic acid		
37867	1: This product DOES contain folic acid		
37871	2: This product does NOT contain folic acid		
37872	2: This product does NOT contain folic acid		

XID	Q8	Q9	Q10
37827			
37829			2: Would NOT affect the way you use this product
37854			3: Not enough information to tell
37865			
37866			3: Not enough information to tell
37867			3: Not enough information to tell
37871			1: Would affect the way you use this product
37872			3: Not enough information to tell

XID	Q11	Q12	Q13
37827			
37829	2: Not influence your decision to purchase this product		
37854	2: Not influence your decision to purchase this product		
37865			
37866	1: Influence your decision to purchase this product	3: Less likely to purchase this product over similar products	soy is fake. its not natural. so it would take away from the nutrition of eating whole wheat bread.
37867	3: Don't know/No opinion		
37871	1: Influence your decision to purchase this product	2: Neither more nor less likely to purchase this product over similar products	its has a soft look to it
37872	1: Influence your decision to purchase this product	2: Neither more nor less likely to purchase this product over similar products	it would give me pause if I knew it had it as an ingredient because I don't know much about it. so I would start looking up what it is exactly. doesn't mean I wouldn't buy it but that I would need to know more about it first.

XID	Q14	Q15	Q16
37827	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	
37829	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product
37854	3: There is not enough information to determine whether this product does or does not have whole grain		
37865	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37866	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37867	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37871	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product
37872	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	

XID	Q17	Q18	Q19
37827			
37829			
37854			
37865	2: Neither more nor less likely to purchase this product over similar products	it doesnt say much	
37866	1: More likely to purchase this product over similar products	it just seems to me like its something you should be away of when you buy a product. makes you decide if your going to eat healthy or not.	3: One of many reasons you would purchase this product
37867	1: More likely to purchase this product over similar products	BECAUSE ITS GOOD FOR YOUR BODY	3: One of many reasons you would purchase this product
37871			
37872			

XID	Q20	Duration	Healthy/good for you	Healthier than other	Good/excellent source of whole grain
37827		13:50.0	0		
37829		13:32.0	0		1
37854		08:59.0	1		
37865		05:16.0	0		
37866	if you want to eat healthy you eat whole grain. its good for you and lets you keep nutrition in your body.	12:57.0	0		
37867	CAUSE ITS LOWER ON CARBOHYDRATES.	11:02.0	1		
37871		05:35.0	0		
37872		11:21.0	1		

XID	REAL	LOCATION	BRAND_QUOTA	S1_a	S1_b	S1_c	S1_d	S1_e	S1_f
37873	1: REAL	2: Southland Mall, Hayward	3: Sara Lee Breads	0	0	0	0	0	0
37877	1: REAL	6: Stonewood Center, Downey	3: Sara Lee Breads	0	0	0	0	0	0
37883	1: REAL	6: Stonewood Center, Downey	3: Sara Lee Breads	0	0	0	0	0	0
37885	1: REAL	6: Stonewood Center, Downey	3: Sara Lee Breads	0	0	0	0	0	0
37888	1: REAL	11: North County Mall, Escondido	3: Sara Lee Breads	0	0	0	0	0	0
37890	1: REAL	6: Stonewood Center, Downey	3: Sara Lee Breads	0	0	0	0	0	0
37891	1: REAL	5: Plaza Camino Mall, Carlsbad	3: Sara Lee Breads	0	0	0	0	0	0
37892	1: REAL	11: North County Mall, Escondido	3: Sara Lee Breads	0	0	0	0	0	0

XID	S1_g	S2	S3_a	S3_b	S3_c	S3_d	S3_e	S3_f	S4_a	S4_b	S4_c	S4_d	S4_e
37873	1	2: No	1	1	1	1	0	0	1	1	1	1	0
37877	1	2: No	1	1	1	1	0	0	1	0	0	1	1
37883	1	2: No	1	1	0	1	0	0	1	0	0	1	0
37885	1	2: No	1	1	0	1	0	0	0	0	0	1	0
37888	1	2: No	0	1	0	1	0	0	1	0	0	1	0
37890	1	2: No	1	1	0	1	0	0	1	0	1	0	1
37891	1	2: No	1	1	0	1	0	0	1	0	0	1	1
37892	1	2: No	0	0	0	1	0	0	1	0	0	0	0

XID	S4_f	S4_g	S4_h	S5	S6	CONDITION
37873	0	0	0	2: Female	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37877	0	0	0	2: Female	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37883	0	0	0	2: Female	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37885	0	0	0	1: Male	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37888	0	0	0	1: Male	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37890	0	0	0	1: Male	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37891	0	0	0	2: Female	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37892	0	0	0	2: Female	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A

XID	Q0	Q1	Q2
37873	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	it looks fresh and very soft	the bread looks nice and soft the brand looks good as well
37877	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	HEART HEALTHY. IT CONVEYS THAT ITS GONNA BE GOOD FOR ME. THAT ITS MADE OF WHOLE GRAINS. IT GIVES ME INSIGHT ABOUT NUTRIITON. AND THAT ITS CLASSIC. IT MAKES ME THINK OF CLASSIC SANDWICHES GROWING UP.	THE TEXT, THE IMAGE OF THE WHEAT. THE IMAGE OF THE HEART, THE NUTRITIONAL SPOTLIGHT SECTION.
37883	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	I like how its made and the package. I like this bread. its wonderful packaging and im satisfied with everything.	because I have purchased sara lee and i lust love it im just amazed they way its package is.
37885	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	its a healthy brand its good for your heart.	the fact that its a whole wheat bread and its not enriched.
37888	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	That it is healthy.	The package says it has fiber and whole wheat is healthy.
37890	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	that its a good source of whole grain	because it says it directly on the packaging.
37891	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	that this is supposed to be a healthy bread. no that is basically it.	100 percent whole wheat that is about it.
37892	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	That it is 100% whole wheat. If I don't like it IU can return it and it is low in sodium.	The product labeling.

XID	QUESTION_SERIES	Q3	Q4
37873	1: 100% WHOLE WHEAT First	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain soy flour
37877	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
37883	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	4: Don't know/ no opinion
37885	1: 100% WHOLE WHEAT First	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain soy flour
37888	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
37890	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	4: Don't know/ no opinion
37891	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
37892	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain soy flour

XID	Q5	Q6	Q7
37873	1: This product DOES contain folic acid		
37877		4: Don't know/No opinion	3: Don't know/No opinion
37883	3: There is not enough information to determine whether or not this product contains folic acid		
37885	4: Don't know/ no opinion	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
37888	3: There is not enough information to determine whether or not this product contains folic acid		
37890	2: This product does NOT contain folic acid		
37891	4: Don't know/ no opinion	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
37892	2: This product does NOT contain folic acid		

XID	Q8	Q9	Q10
37873			2: Would NOT affect the way you use this product
37877			
37883			2: Would NOT affect the way you use this product
37885			
37888			2: Would NOT affect the way you use this product
37890			2: Would NOT affect the way you use this product
37891			
37892			2: Would NOT affect the way you use this product

XID	Q11	Q12	Q13
37873	2: Not influence your decision to purchase this product		
37877			
37883	1: Influence your decision to purchase this product	1: More likely to purchase this product over similar products	to change the ingredients like high fructose and corn syrup.
37885			
37888	2: Not influence your decision to purchase this product		
37890	1: Influence your decision to purchase this product	2: Neither more nor less likely to purchase this product over similar products	because unless i heard that soy flour was bad for me it wouldnt make a difference.
37891			
37892	2: Not influence your decision to purchase this product		

XID	Q14	Q15	Q16
37873	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37877	2: This product does NOT have whole grain		
37883	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product
37885	1: This product HAS whole grain	3: There is not enough information on the package to determine whether or not the product has a specific level of whole grain	
37888	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product
37890	1: This product HAS whole grain	3: There is not enough information on the package to determine whether or not the product has a specific level of whole grain	
37891	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37892	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product

XID	Q17	Q18	Q19
37873	1: More likely to purchase this product over similar products	because IT LOOKS REALLY GOOD TO MAKE STUFF WITH	1: The sole reason you would purchase this product
37877			
37883			
37885			
37888			
37890			
37891	1: More likely to purchase this product over similar products	um I don't buy white bread and I do pay attention to dietary fiber and base my desicion to buy this bread.	3: One of many reasons you would purchase this product
37892	1: More likely to purchase this product over similar products	Um With 100% whole wheat it is better for you it does'nt have as much filler.	3: One of many reasons you would purchase this product

XID	Q20	Duration	Healthy/good for you	Healthier than other	Good/excellent source of whole grain
37873	BEACUSE IT IS REALLY SOFT	05:31.0	0		
37877		08:57.0	1		
37883		15:12.0	0		
37885		13:52.0	1		
37888		07:06.0	1		
37890		14:01.0	0		1
37891	um because i would like my bread to be nutrisiuos	12:24.0	1		
37892	Im concerned about the sodium and fat levels.	10:27.0	0		

XID	REAL	LOCATION	BRAND_QUOTA	S1_a	S1_b	S1_c	S1_d	S1_e	S1_f
37895	1: REAL	5: Plaza Camino Mall, Carlsbad	3: Sara Lee Breads	0	0	0	0	0	0
37909	1: REAL	9: Ontario Mills, Ontario	3: Sara Lee Breads	0	0	0	0	0	0
37910	1: REAL	9: Ontario Mills, Ontario	3: Sara Lee Breads	0	0	0	0	0	0
37911	1: REAL	11: North County Mall, Escondido	3: Sara Lee Breads	0	0	0	0	0	0
37912	1: REAL	3: Mainplace Mall, Santa Ana	3: Sara Lee Breads	0	0	0	0	0	0
37916	1: REAL	9: Ontario Mills, Ontario	3: Sara Lee Breads	0	0	0	0	0	0
37917	1: REAL	1: Puente Hills Mall, City of Industry	3: Sara Lee Breads	0	0	0	0	0	0

XID	S1_g	S2	S3_a	S3_b	S3_c	S3_d	S3_e	S3_f	S4_a	S4_b	S4_c	S4_d	S4_e
37895	1	2: No	1	1	0	1	0	0	1	1	0	1	1
37909	1	2: No	0	0	0	1	0	0	1	0	0	1	0
37910	1	2: No	0	0	0	1	0	0	1	0	0	1	1
37911	1	2: No	0	0	0	1	0	0	1	0	0	0	0
37912	1	2: No	1	1	0	1	0	0	1	0	0	1	1
37916	1	2: No	0	0	0	1	0	0	1	0	0	1	0
37917	1	2: No	0	0	0	1	0	0	1	0	0	0	0

XID	S4_f	S4_g	S4_h	S5	S6	CONDITION
37895	0	0	0	1: Male	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37909	0	0	0	2: Female	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37910	0	0	0	1: Male	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37911	0	0	0	2: Female	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37912	0	0	0	1: Male	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37916	0	0	0	2: Female	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37917	0	0	0	1: Male	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B

XID	Q0	Q1	Q2
37895	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	it has large labels that make it easy to read. i say the nutritional information. thats abuotit. .	i mean hole grain heart healthy those are all good things.
37909	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	It feels thick as if the dough wasn't cooked. It might be because its cold. It looks darker than other breads.	The texture. 20 years of eating bread.
37910	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	Its a brick. There's more brick in here than 16 ounces. It looks cheap. I wouldn't buy it. It doesn't have an expiration date.	Because I am looking at it.
37911	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	It is a source of whole wheat.	The package says it.
37912	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	That its healthy and whole wheat and its a name brand you can see the brand clearly and its a pound of bread	the packaging
37916	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	It says it's 100% whole wheat grade A bread and classic. It's a good bread, sarah lee is a good bread. The only reason I like it is because it is so soft. It tastes good. It's packed well I have to say that. Closed securely I like the fact that I can see through it so I can see what I'm getting. That -ohh... Oh nutrional spotlight. That's the first time I see that on bread that's interesting. Now it has facts so it has to have that and it specifies the ingredients that an important part.	Because it's true and I'm looking at it. I'm not guessing it its the facts and it's true. And that we eat it we buy this bread we buy sarah lee bread. now the only time i dont buy sarah lee bread is if it's not. I also don't like overbaked bread because the curst is all dark so that.
37917	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	it is healthy it is a good price	because it is one hundred percent whole wheat and it is baked a certain way and it has a sticker that says so

XID	QUESTION_SERIES	Q3	Q4
37895	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
37909	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain soy flour
37910	2: GOOD SOURCE OF WHOLE GRAIN First	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain soy flour
37911	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
37912	2: GOOD SOURCE OF WHOLE GRAIN First	2: This product does NOT contain high fructose corn syrup	4: Don't know/ no opinion
37916	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
37917	2: GOOD SOURCE OF WHOLE GRAIN First	4: Don't know/ no opinion	4: Don't know/ no opinion

XID	Q5	Q6	Q7
37895	3: There is not enough information to determine whether or not this product contains folic acid		
37909	1: This product DOES contain folic acid		
37910	2: This product does NOT contain folic acid	1: Affect the way you use this product	2: Not influence your decision to purchase this product
37911	3: There is not enough information to determine whether or not this product contains folic acid	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
37912	1: This product DOES contain folic acid		
37916	1: This product DOES contain folic acid	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
37917	1: This product DOES contain folic acid		

XID	Q8	Q9	Q10
37895			3: Not enough information to tell
37909			2: Would NOT affect the way you use this product
37910			
37911			
37912			2: Would NOT affect the way you use this product
37916			
37917			1: Would affect the way you use this product

XID	Q11	Q12	Q13
37895	1: Influence your decision to purchase this product	4: Don't know/No opinion	I do not even know what that is.
37909	2: Not influence your decision to purchase this product		
37910			
37911			
37912	2: Not influence your decision to purchase this product		
37916			
37917	2: Not influence your decision to purchase this product		

XID	Q14	Q15	Q16
37895	1: This product HAS whole grain	4: Don't know/ No opinion	
37909	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product
37910	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37911	3: There is not enough information to determine whether this product does or does not have whole grain		
37912	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37916	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product
37917	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	3: Don't know/No opinion

XID	Q17	Q18	Q19
37895			
37909			
37910	1: More likely to purchase this product over similar products	Because its good for you	3: One of many reasons you would purchase this product
37911			
37912	1: More likely to purchase this product over similar products	just knowing that its all natural makes me more likely	3: One of many reasons you would purchase this product
37916			
37917			

XID	Q20	Duration	Healthy/good for you	Healthier than other	Good/excellent source of whole grain
37895		08:51.0	1		
37909		10:46.0	0		
37910	Because it just makes it healthier	12:39.0	0		
37911		10:15.0	0		
37912	I would also buy it just because of the name sara lee I like the brand	06:50.0	1		
37916		07:03.0	0		
37917		12:22.0	1		

XID	REAL	LOCATION	BRAND_QUOTA	S1_a	S1_b	S1_c	S1_d	S1_e	S1_f
37918	1: REAL	10: Northridge Fashion Center, Northridge	3: Sara Lee Breads	0	0	0	0	0	0
37919	1: REAL	10: Northridge Fashion Center, Northridge	3: Sara Lee Breads	0	0	0	0	0	0
37969	1: REAL	9: Ontario Mills, Ontario	3: Sara Lee Breads	0	0	0	0	0	0
37975	1: REAL	3: Mainplace Mall, Santa Ana	3: Sara Lee Breads	0	0	0	0	0	0
37978	1: REAL	6: Stonewood Center, Downey	3: Sara Lee Breads	0	0	0	0	0	0
37987	1: REAL	3: Mainplace Mall, Santa Ana	3: Sara Lee Breads	0	0	0	0	0	0
37988	1: REAL	9: Ontario Mills, Ontario	3: Sara Lee Breads	0	0	0	0	0	0
37989	1: REAL	9: Ontario Mills, Ontario	3: Sara Lee Breads	0	0	0	0	0	0

XID	S1_g	S2	S3_a	S3_b	S3_c	S3_d	S3_e	S3_f	S4_a	S4_b	S4_c	S4_d	S4_e
37918	1	2: No	0	0	0	1	0	0	0	1	0	1	0
37919	1	2: No	1	0	0	1	0	0	0	0	0	1	0
37969	1	2: No	0	0	0	1	0	0	0	0	0	1	0
37975	1	2: No	1	1	0	1	0	0	1	0	0	1	1
37978	1	2: No	0	0	0	1	0	0	1	0	0	1	0
37987	1	2: No	1	1	0	1	0	0	1	0	0	0	0
37988	1	2: No	0	0	0	1	0	0	0	0	0	1	0
37989	1	2: No	0	0	0	1	0	0	1	0	0	0	0

XID	S4_f	S4_g	S4_h	S5	S6	CONDITION
37918	0	0	0	1: Male	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37919	0	0	0	2: Female	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37969	0	0	0	2: Female	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37975	0	0	0	1: Male	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37978	0	0	0	1: Male	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37987	0	0	0	2: Female	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
37988	0	0	0	1: Male	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
37989	0	0	0	1: Male	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B

XID	Q0	Q1	Q2
37918	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	That it is a whole what 100 percent multi grain bread.	The sara lee label.
37919	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	I see that it has 2 grams of grain per slice. It is heart healthy. It is all whole grain.	On the side it has a green label with the 2 grams of wheat per slice and on the other side it has a label with the heart healthy signature.
37969	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	its whole wheat bread	it says it
37975	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	if you are on a diet or looking to eat and be healthy then this is the bread for you. all the dietary information is on it.	just all the stickers with all the information on it, the heart healthy stickers all over on it.
37978	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	its wheat more natural and healthy.	because of the images and the majorities they display on you like the images and the heart and grain.
37987	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	That it is a heart healthy product for the whole family with a great taste. it looks like it has good nutrients, its low on sugar, and low calorie.	I read the nutrition label. also in the small print this product provides 14 grams of whole grain in one slice which is good thing.
37988	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	thats it is a good source of grain healthy and hardy	because it tell me that it is 100 percent wheat and it shows a picture of the wheat
37989	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	that it is a good source of wheat and grain that it is 100 percent natural	because it says in the front of the package

XID	QUESTION_SERIES	Q3	Q4
37918	1: 100% WHOLE WHEAT First	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain soy flour
37919	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
37969	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
37975	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
37978	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain soy flour
37987	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
37988	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
37989	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	1: This product DOES contain soy flour

XID	Q5	Q6	Q7
37918	2: This product does NOT contain folic acid		
37919	1: This product DOES contain folic acid		
37969	4: Don't know/ no opinion		
37975	2: This product does NOT contain folic acid	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
37978	2: This product does NOT contain folic acid		
37987	1: This product DOES contain folic acid	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
37988	3: There is not enough information to determine whether or not this product contains folic acid		
37989	3: There is not enough information to determine whether or not this product contains folic acid	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product

XID	Q8	Q9	Q10
37918			2: Would NOT affect the way you use this product
37919			2: Would NOT affect the way you use this product
37969			4: Don't know/No opinion
37975			
37978			2: Would NOT affect the way you use this product
37987			
37988			3: Not enough information to tell
37989			

XID	Q11	Q12	Q13
37918	2: Not influence your decision to purchase this product		
37919	2: Not influence your decision to purchase this product		
37969	3: Don't know/No opinion		
37975			
37978	2: Not influence your decision to purchase this product		
37987			
37988	2: Not influence your decision to purchase this product		
37989			

XID	Q14	Q15	Q16
37918	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	
37919	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37969	3: There is not enough information to determine whether this product does or does not have whole grain		
37975	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37978	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37987	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
37988	1: This product HAS whole grain	3: There is not enough information on the package to determine whether or not the product has a specific level of whole grain	
37989	1: This product HAS whole grain	3: There is not enough information on the package to determine whether or not the product has a specific level of whole grain	

XID	Q17	Q18	Q19
37918			
37919	1: More likely to purchase this product over similar products	Because Sara Lee is a brand that I have trusted for many years and they do have that whole wheat bread that I like. I like that it has the whole 2 grams of the wheat in every slice.	1: The sole reason you would purchase this product
37969			
37975	1: More likely to purchase this product over similar products	just all the information that is on it. I am actually dieting right now so it indicates its whole wheat, the calories and total fat for my diet.it eliviates the whole having to find out the calories per slice.	1: The sole reason you would purchase this product
37978	1: More likely to purchase this product over similar products	because people tend to go more for the healthy and nutritious bread	3: One of many reasons you would purchase this product
37987	1: More likely to purchase this product over similar products	because it has 14 gram in a slice of bread. and the fda recommends consuming 48 g of whole grain everyday.	2: A primary reason you would purchase this product
37988			
37989			

XID	Q20	Duration	Healthy/good for you	Healthier than other	Good/excellent source of whole grain
37918		05:51.0	0		
37919	I just feel like Sara Lee should be a priority to buy. We all need carbs and Sara Lee has those heart healthy carbs and grams we are all looking for.	11:13.0	1		1
37969		06:14.0	0		
37975	the diet again information , its accessable.	13:04.0	1		
37978	depends on price and brand.	11:41.0	1		
37987	my other reasons would be because of the low sugar. that it is also heart healthy and eating whole wheat may reduce certain cancers.	42:08.0	1		
37988		07:14.0	1		1
37989		07:39.0	0		1

XID	REAL	LOCATION	BRAND_QUOTA	S1_a	S1_b	S1_c	S1_d	S1_e	S1_f
38003	1: REAL	3: Mainplace Mall, Santa Ana	3: Sara Lee Breads	0	0	0	0	0	0
38004	1: REAL	11: North County Mall, Escondido	3: Sara Lee Breads	0	0	0	0	0	0
38061	1: REAL	3: Mainplace Mall, Santa Ana	3: Sara Lee Breads	0	0	0	0	0	0
38062	1: REAL	11: North County Mall, Escondido	3: Sara Lee Breads	0	0	0	0	0	0
38065	1: REAL	11: North County Mall, Escondido	3: Sara Lee Breads	0	0	0	0	0	0
38102	1: REAL	9: Ontario Mills, Ontario	3: Sara Lee Breads	0	0	0	0	0	0
38103	1: REAL	9: Ontario Mills, Ontario	3: Sara Lee Breads	0	0	0	0	0	0

XID	S1_g	S2	S3_a	S3_b	S3_c	S3_d	S3_e	S3_f	S4_a	S4_b	S4_c	S4_d	S4_e
38003	1	2: No	1	1	0	1	0	0	1	0	0	1	1
38004	1	2: No	1	1	0	1	0	0	1	1	0	1	0
38061	1	2: No	1	1	0	1	0	0	1	0	0	1	1
38062	1	2: No	0	0	0	1	0	0	0	0	0	1	0
38065	1	2: No	0	0	0	1	0	0	1	0	0	0	0
38102	1	2: No	0	0	0	1	0	0	0	0	0	1	0
38103	1	2: No	0	0	0	1	0	0	1	0	0	0	0

XID	S4_f	S4_g	S4_h	S5	S6	CONDITION
38003	0	0	0	1: Male	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
38004	0	0	0	1: Male	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
38061	0	0	0	2: Female	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
38062	0	0	0	1: Male	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
38065	0	0	0	2: Female	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
38102	0	0	0	1: Male	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
38103	0	0	0	2: Female	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B

XID	Q0	Q1	Q2
38003	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	that it is high quality. it is a good product and it will taste good. it probably cost five dollars a loaf.	the packaging the way it presents itself. the ways it explains all the nutritional fact and its a name brand. sara lee is the high quality of baked goods.
38004	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	tells me its healthy but it is just like regular bread. same old same old. I know its healthy and everything but it needs an eye catcher	it just looks super plain. it needs something on the front where the tie is. something that stands out because it look just like any other bread. based on how this one looks I would purchase off of price of the breads next to it
38061	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	its just like their original whole wheat bread but softer. also it has a source of whole grain.	the package describes all of the characteristics that I mentioned.
38062	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	Somebody was way conscious that this was a good choice. Low siodium so good for people with cholesterol	Reading the sodium content. reading whats really in the product. somewhat healthy
38065	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	That it is 100% whole wheat also whole grain	written all over the packaging
38102	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	that it is whole wheat	it says it on the bag
38103	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	that its grain and healthy	because it says that and i looks healthy

XID	QUESTION_SERIES	Q3	Q4
38003	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain soy flour
38004	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
38061	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
38062	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
38065	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
38102	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
38103	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour

XID	Q5	Q6	Q7
38003	3: There is not enough information to determine whether or not this product contains folic acid		
38004	4: Don't know/ no opinion		
38061	3: There is not enough information to determine whether or not this product contains folic acid		
38062	2: This product does NOT contain folic acid	1: Affect the way you use this product	1: Influence your decision to purchase this product
38065	2: This product does NOT contain folic acid		
38102	4: Don't know/ no opinion		
38103	3: There is not enough information to determine whether or not this product contains folic acid		

XID	Q8	Q9	Q10
38003			2: Would NOT affect the way you use this product
38004			1: Would affect the way you use this product
38061			2: Would NOT affect the way you use this product
38062	3: Less likely to purchase this product over similar products	I do not care to have soy product in my body	
38065			2: Would NOT affect the way you use this product
38102			4: Don't know/No opinion
38103			2: Would NOT affect the way you use this product

XID	Q11	Q12	Q13
38003	2: Not influence your decision to purchase this product		
38004	3: Don't know/No opinion		
38061	2: Not influence your decision to purchase this product		
38062			
38065	2: Not influence your decision to purchase this product		
38102	1: Influence your decision to purchase this product	1: More likely to purchase this product over similar products	i like it
38103	2: Not influence your decision to purchase this product		

XID	Q14	Q15	Q16
38003	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
38004	3: There is not enough information to determine whether this product does or does not have whole grain		
38061	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
38062	2: This product does NOT have whole grain		
38065	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	
38102	3: There is not enough information to determine whether this product does or does not have whole grain		
38103	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product

XID	Q17	Q18	Q19
38003	1: More likely to purchase this product over similar products	because its stuff that it is good for me and is stuff that I need to be healthy.	2: A primary reason you would purchase this product
38004			
38061	2: Neither more nor less likely to purchase this product over similar products	because I feel like the amount of whole grain sometimes matters but it depends on what type of bread im looking for	
38062			
38065			
38102			
38103			

XID	Q20	Duration	Healthy/good for you	Healthier than other	Good/excellent source of whole grain
38003	that's one of the biggest reasons it draws me to it.	07:58.0	0		
38004		15:04.0	1		
38061		07:42.0	0		1
38062		10:37.0	1		
38065		04:32.0	0		
38102		09:23.0	0		
38103		07:29.0	1		

XID	REAL	LOCATION	BRAND_QUOTA	S1_a	S1_b	S1_c	S1_d	S1_e	S1_f
38426	1: REAL	11: North County Mall, Escondido	3: Sara Lee Breads	0	0	0	0	0	0
38429	1: REAL	11: North County Mall, Escondido	3: Sara Lee Breads	0	0	0	0	0	0
38461	1: REAL	3: Mainplace Mall, Santa Ana	3: Sara Lee Breads	0	0	0	0	0	0
38462	1: REAL	3: Mainplace Mall, Santa Ana	3: Sara Lee Breads	0	0	0	0	0	0
38465	1: REAL	7: Antelope Valley, Palmdale	3: Sara Lee Breads	0	0	0	0	0	0
38469	1: REAL	7: Antelope Valley, Palmdale	3: Sara Lee Breads	0	0	0	0	0	0
38471	1: REAL	7: Antelope Valley, Palmdale	3: Sara Lee Breads	0	0	0	0	0	0
38478	1: REAL	9: Ontario Mills, Ontario	3: Sara Lee Breads	0	0	0	0	0	0

XID	S1_g	S2	S3_a	S3_b	S3_c	S3_d	S3_e	S3_f	S4_a	S4_b	S4_c	S4_d	S4_e
38426	1	2: No	1	1	0	1	0	0	1	1	0	1	0
38429	1	2: No	1	1	0	1	0	0	1	1	0	1	1
38461	1	2: No	0	1	0	1	0	0	1	0	0	0	1
38462	1	2: No	0	0	0	1	0	0	1	1	1	1	0
38465	1	2: No	0	0	0	1	0	0	1	0	0	1	0
38469	1	2: No	1	1	0	1	0	0	1	0	1	1	0
38471	1	2: No	1	1	0	1	0	0	1	1	0	0	0
38478	1	2: No	0	0	0	1	0	0	1	0	0	0	0

XID	S4_f	S4_g	S4_h	S5	S6	CONDITION
38426	0	0	0	1: Male	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
38429	0	0	0	2: Female	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
38461	0	0	0	2: Female	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
38462	0	0	0	1: Male	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
38465	0	0	0	2: Female	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
38469	0	0	0	1: Male	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
38471	0	0	0	1: Male	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
38478	0	0	0	1: Male	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A

XID	Q0	Q1	Q2
38426	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	That this is supposed to be a healthy bread. this bread is something that I would feed to my kids. it is supposed to be something that goes well with a heart healthy diet	The fact that red is the color of blood. The label says good source of whole grain and I know that is supposed to be good for me.the 100% makes me feel like its 100% good for me even if it may not be.
38429	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	this product is great for a sandwich that is a source of whole grain but I don't know how much. Looks good but not to good. bakery style bread.	it tells me on the package.
38461	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	that it is the classic wheat bread that they make and it is a good source of whole grain. it is heart healthy also and it shows the nutritional value of each slice of bread.	it says and shows it on the package. you can see it and read it on the package. it also shows you the heart so you can see that it is heart healthy.
38462	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	The bread has 0 grams of trans fat. It's a good source of whole grain. It won't give me high cholesterol. It's only 70 calories.	The packaging says so. I trust the packaging.
38465	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	its a good healthy source of fiber.	due to the fact that wheat contains a high source of fiber.
38469	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	It's Whole Wheat	It says so on the package big bold letters
38471	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	It's healthy and 100% Whole Wheat	It's all over the package
38478	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	thats its 100 percent wheat and whole grain	because its says in big bold letters in the front

XID	QUESTION_SERIES	Q3	Q4
38426	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
38429	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
38461	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
38462	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
38465	2: GOOD SOURCE OF WHOLE GRAIN First	2: This product does NOT contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
38469	1: 100% WHOLE WHEAT First	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain soy flour
38471	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain soy flour
38478	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour

XID	Q5	Q6	Q7
38426	2: This product does NOT contain folic acid		
38429	3: There is not enough information to determine whether or not this product contains folic acid		
38461	2: This product does NOT contain folic acid	4: Don't know/No opinion	2: Not influence your decision to purchase this product
38462	2: This product does NOT contain folic acid	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
38465	1: This product DOES contain folic acid		
38469	1: This product DOES contain folic acid		
38471	1: This product DOES contain folic acid		
38478	1: This product DOES contain folic acid		

XID	Q8	Q9	Q10
38426			4: Don't know/No opinion
38429			2: Would NOT affect the way you use this product
38461			
38462			
38465			2: Would NOT affect the way you use this product
38469			2: Would NOT affect the way you use this product
38471			3: Not enough information to tell
38478			2: Would NOT affect the way you use this product

XID	Q11	Q12	Q13
38426	2: Not influence your decision to purchase this product		
38429	2: Not influence your decision to purchase this product		
38461			
38462			
38465	3: Don't know/No opinion		
38469	2: Not influence your decision to purchase this product		
38471	3: Don't know/No opinion		
38478	2: Not influence your decision to purchase this product		

XID	Q14	Q15	Q16
38426	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
38429	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	
38461	2: This product does NOT have whole grain		
38462	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
38465	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
38469	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
38471	1: This product HAS whole grain	3: There is not enough information on the package to determine whether or not the product has a specific level of whole grain	
38478	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	

XID	Q17	Q18	Q19
38426	1: More likely to purchase this product over similar products	I am on diets so I can not eat white bread with my healthy lifestyle. Whole grain is just what is good for you. that's the word around the block.	2: A primary reason you would purchase this product
38429			
38461			
38462	1: More likely to purchase this product over similar products	I'm very health oriented so I like to know what I'll be eating before I make a decision to purchase a product.	3: One of many reasons you would purchase this product
38465	1: More likely to purchase this product over similar products	I like wheat bread I don't eat white bread. If its white it has to be sourdough.	2: A primary reason you would purchase this product
38469	1: More likely to purchase this product over similar products	When I want Whole Wheat bread I'll probably buy bread that says so plainly	3: One of many reasons you would purchase this product
38471			
38478			

XID	Q20	Duration	Healthy/good for you	Healthier than other	Good/excellent source of whole grain
38426	Whole grain is the healthy choice. I feel like I answered this question already.	16:20.0	1		1
38429		09:43.0	0		1
38461		13:22.0	1		1
38462	Same as my last answer. There is a recommended amount of whole grain that you should be eating everyday.	11:09.0	0		1
38465	cause its the best and a good source of health.	12:51.0	1		
38469	I like the flavor of whole grain above the flavor of other breads like potato	07:02.0	0		
38471		06:23.0	1		
38478		05:46.0	0		1

XID	REAL	LOCATION	BRAND_QUOTA	S1_a	S1_b	S1_c	S1_d	S1_e	S1_f
38483	1: REAL	9: Ontario Mills, Ontario	3: Sara Lee Breads	0	0	0	0	0	0
38510	1: REAL	7: Antelope Valley, Palmdale	3: Sara Lee Breads	0	0	0	0	0	0
38597	1: REAL	5: Plaza Camino Mall, Carlsbad	3: Sara Lee Breads	0	0	0	0	0	0
38648	1: REAL	5: Plaza Camino Mall, Carlsbad	3: Sara Lee Breads	0	0	0	0	0	0
38834	1: REAL	5: Plaza Camino Mall, Carlsbad	3: Sara Lee Breads	0	0	0	0	0	0
38952	1: REAL	1: Puente Hills Mall, City of Industry	3: Sara Lee Breads	0	0	0	0	0	0
40008	1: REAL	4: Moreno Valley Mall, Moreno Valley	3: Sara Lee Breads	0	0	0	0	0	0
40011	1: REAL	4: Moreno Valley Mall, Moreno Valley	3: Sara Lee Breads	0	0	0	0	0	0
40013	1: REAL	4: Moreno Valley Mall, Moreno Valley	3: Sara Lee Breads	0	0	0	0	0	0
40014	1: REAL	3: Mainplace Mall, Santa Ana	3: Sara Lee Breads	0	0	0	0	0	0

XID	S1_g	S2	S3_a	S3_b	S3_c	S3_d	S3_e	S3_f	S4_a	S4_b	S4_c	S4_d	S4_e
38483	1	2: No	0	0	0	1	0	0	0	0	0	1	0
38510	1	2: No	0	0	1	1	0	0	1	1	0	1	1
38597	1	2: No	0	1	1	1	0	0	1	1	0	0	0
38648	1	2: No	1	1	1	1	0	0	0	1	0	1	0
38834	1	2: No	0	1	0	1	0	0	1	1	1	0	0
38952	1	2: No	0	0	0	1	0	0	1	0	0	0	0
40008	1	2: No	0	0	0	1	0	0	1	0	0	1	1
40011	1	2: No	0	0	0	1	0	0	1	0	1	1	0
40013	1	2: No	0	0	0	1	0	0	1	0	0	0	0
40014	1	2: No	1	1	0	1	0	0	1	1	1	1	1

XID	S4_f	S4_g	S4_h	S5	S6	CONDITION
38483	0	0	0	1: Male	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
38510	0	0	0	1: Male	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
38597	0	0	0	2: Female	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
38648	0	0	0	1: Male	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
38834	0	0	0	1: Male	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
38952	0	0	0	2: Female	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
40008	0	0	0	2: Female	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
40011	0	0	0	1: Male	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
40013	0	0	0	2: Female	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
40014	0	0	0	1: Male	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B

XID	Q0	Q1	Q2
38483	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	That it is heathy and it is classic and 100% whole wheat.	Its printed on it.
38510	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	That it has zero trans-fat, that its a full pound. Product looks good.	Observation, it is what I read on the package.
38597	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	that it's a classic whole wheat bread. heart healthy and a good source of whole grains. it clearly shows the nutritional value of the bread	it's clearly stated on the packaging
38648	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	that it's a good source of whole grains	it says so on the packaging
38834	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	The bread is a good brand. Its healthy . It contains 100% grains.	It says it on the package. the bread has the information written on it.
38952	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	it contains a amount of whole wheat	the products packages indicates it to me
40008	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	THAT SARA LEE BREAD IS VERY HEALTHLY FOR YOU	I ALWAYS BUY THIS BRAND AND IT SEEMS VERY GOOD AND HEALTHLY
40011	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	That it is sara lee bread	that this is the brand bread I buy all the time and it's really good
40013	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	that it is good for your heart	that what it say on the package
40014	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	freshness you can see how good it looks you can see the bread how it is not spoiled you can see it the nutrition facts so I know if I want to purchase it so how healthy it is	the see thru package the nutritional value on the bag

XID	QUESTION_SERIES	Q3	Q4
38483	2: GOOD SOURCE OF WHOLE GRAIN First	4: Don't know/ no opinion	4: Don't know/ no opinion
38510	1: 100% WHOLE WHEAT First	4: Don't know/ no opinion	4: Don't know/ no opinion
38597	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	4: Don't know/ no opinion
38648	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
38834	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	4: Don't know/ no opinion
38952	1: 100% WHOLE WHEAT First	2: This product does NOT contain high fructose corn syrup	4: Don't know/ no opinion
40008	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
40011	2: GOOD SOURCE OF WHOLE GRAIN First	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain soy flour
40013	1: 100% WHOLE WHEAT First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
40014	1: 100% WHOLE WHEAT First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour

XID	Q5	Q6	Q7
38483	4: Don't know/ no opinion		
38510	4: Don't know/ no opinion		
38597	4: Don't know/ no opinion		
38648	2: This product does NOT contain folic acid	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
38834	4: Don't know/ no opinion		
38952	4: Don't know/ no opinion		
40008	1: This product DOES contain folic acid		
40011	4: Don't know/ no opinion		
40013	3: There is not enough information to determine whether or not this product contains folic acid		
40014	3: There is not enough information to determine whether or not this product contains folic acid		

XID	Q8	Q9	Q10
38483			2: Would NOT affect the way you use this product
38510			2: Would NOT affect the way you use this product
38597			3: Not enough information to tell
38648			
38834			2: Would NOT affect the way you use this product
38952			2: Would NOT affect the way you use this product
40008			2: Would NOT affect the way you use this product
40011			2: Would NOT affect the way you use this product
40013			2: Would NOT affect the way you use this product
40014			3: Not enough information to tell

XID	Q11	Q12	Q13
38483	2: Not influence your decision to purchase this product		
38510	2: Not influence your decision to purchase this product		
38597	2: Not influence your decision to purchase this product		
38648			
38834	3: Don't know/No opinion		
38952	2: Not influence your decision to purchase this product		
40008	2: Not influence your decision to purchase this product		
40011	2: Not influence your decision to purchase this product		
40013	2: Not influence your decision to purchase this product		
40014	3: Don't know/No opinion		

XID	Q14	Q15	Q16
38483	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
38510	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
38597	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product
38648	1: This product HAS whole grain	4: Don't know/ No opinion	
38834	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
38952	4: Don't know/no opinion		
40008	2: This product does NOT have whole grain		
40011	4: Don't know/no opinion		
40013	2: This product does NOT have whole grain		
40014	1: This product HAS whole grain	3: There is not enough information on the package to determine whether or not the product has a specific level of whole grain	

XID	Q17	Q18	Q19
38483	1: More likely to purchase this product over similar products	Its better for you. with more whole wheat.	2: A primary reason you would purchase this product
38510	1: More likely to purchase this product over similar products	The fact that it looks good, it looks like it tastes good, and it had good ingredients, and none of the bad ingredients.	3: One of many reasons you would purchase this product
38597			
38648			
38834	1: More likely to purchase this product over similar products	If it says its 100% whole grain that sounds like it has more of a benefit when using the product vurses others.	3: One of many reasons you would purchase this product
38952			
40008			
40011			
40013			
40014			

XID	Q20	Duration	Healthy/good for you	Healthier than other	Good/excellent source of whole grain
38483	I only purchase whole wheat.	04:17.0	1		
38510	The fact that it has whole grains is not a viable solution to what I would buy.	10:21.0	0		
38597		07:29.0	1		1
38648		17:02.0	0		1
38834	I would also buy it because i like sara lee brands. the bread is always soft.	06:16.0	1		1
38952		19:56.0	0		
40008		02:31.0	1		
40011		03:39.0	0		
40013		06:59.0	1		
40014		07:17.0	0		

XID	REAL	LOCATION	BRAND_QUOTA	S1_a	S1_b	S1_c	S1_d	S1_e	S1_f
40015	1: REAL	3: Mainplace Mall, Santa Ana	3: Sara Lee Breads	0	0	0	0	0	0
40016	1: REAL	4: Moreno Valley Mall, Moreno Valley	3: Sara Lee Breads	0	0	0	0	0	0
40018	1: REAL	5: Plaza Camino Mall, Carlsbad	3: Sara Lee Breads	0	0	0	0	0	0
40022	1: REAL	8: Great Mall, Milpitas	3: Sara Lee Breads	0	0	0	0	0	0
40023	1: REAL	4: Moreno Valley Mall, Moreno Valley	3: Sara Lee Breads	0	0	0	0	0	0
40024	1: REAL	8: Great Mall, Milpitas	3: Sara Lee Breads	0	0	0	0	0	0
40025	1: REAL	4: Moreno Valley Mall, Moreno Valley	3: Sara Lee Breads	0	0	0	0	0	0
40026	1: REAL	10: Northridge Fashion Center, Northridge	3: Sara Lee Breads	0	0	0	0	0	0
40028	1: REAL	4: Moreno Valley Mall, Moreno Valley	3: Sara Lee Breads	0	0	0	0	0	0
40030	1: REAL	5: Plaza Camino Mall, Carlsbad	3: Sara Lee Breads	0	0	0	0	0	0
40031	1: REAL	10: Northridge Fashion Center, Northridge	3: Sara Lee Breads	0	0	0	0	0	0

XID	S1_g	S2	S3_a	S3_b	S3_c	S3_d	S3_e	S3_f	S4_a	S4_b	S4_c	S4_d	S4_e
40015	1	2: No	1	0	0	1	0	0	1	0	0	1	1
40016	1	2: No	0	0	0	1	0	0	1	0	0	0	0
40018	1	2: No	1	1	1	1	0	0	1	1	0	1	1
40022	1	2: No	0	0	0	1	0	0	1	0	0	1	1
40023	1	2: No	0	0	0	1	0	0	0	1	0	1	0
40024	1	2: No	1	0	0	1	0	0	1	0	0	1	0
40025	1	2: No	0	0	0	1	0	0	1	1	0	0	1
40026	1	2: No	1	0	0	1	0	0	1	0	0	1	0
40028	1	2: No	0	0	0	1	0	0	1	1	0	0	0
40030	1	2: No	1	0	1	1	0	0	1	1	1	1	0
40031	1	2: No	1	1	0	1	0	0	1	1	0	0	1

XID	S4_f	S4_g	S4_h	S5	S6	CONDITION
40015	0	0	0	1: Male	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
40016	0	0	0	1: Male	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
40018	0	0	0	2: Female	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
40022	0	0	0	1: Male	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
40023	0	0	0	2: Female	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
40024	0	0	0	1: Male	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
40025	0	0	0	2: Female	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
40026	0	0	0	1: Male	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
40028	0	0	0	1: Male	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
40030	0	0	0	1: Male	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
40031	0	0	0	2: Female	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A

XID	Q0	Q1	Q2
40015	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	that its healthy.	by the whole wheat on the front. and when you look at the nutrition spotlight.
40016	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	that it is good quality bread	that its well put together
40018	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	Its a good source of whole grain. Its 100% whole wheat. its heart healthy.	Those are all the things that stood out to me from the front of the packaging.
40022	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	its good source of whole grain.	Because it sais it on the lable.
40023	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	its applying to eyes and looks fresh and the colors stand out	because bright and children would like the package
40024	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	that it is high in wheat.	says that it is a good source of whole grain.
40025	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	there isn't a lot of color and doesn't draw your eye to it	nothing
40026	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	It conveys freshness and a healthy type of bread.	The packaging says it is heart healthy.
40028	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	it is fresh and it is whole wheat and it is nutritional	beause it is sara lee
40030	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	Look like they are gonna go for more of a home made look. looks like it will be good to make a snadwich with. I just wish that this was a thicker bread .	Just the fact that this is the brand that my family uses at this time.
40031	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	That it is a good source of whole wheat and good for the heart.	It says it on the packaging.

XID	QUESTION_SERIES	Q3	Q4
40015	2: GOOD SOURCE OF WHOLE GRAIN First	4: Don't know/ no opinion	4: Don't know/ no opinion
40016	2: GOOD SOURCE OF WHOLE GRAIN First	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain soy flour
40018	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	4: Don't know/ no opinion
40022	1: 100% WHOLE WHEAT First	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain soy flour
40023	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
40024	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
40025	1: 100% WHOLE WHEAT First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
40026	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
40028	2: GOOD SOURCE OF WHOLE GRAIN First	4: Don't know/ no opinion	4: Don't know/ no opinion
40030	1: 100% WHOLE WHEAT First	2: This product does NOT contain high fructose corn syrup	4: Don't know/ no opinion
40031	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour

XID	Q5	Q6	Q7
40015	4: Don't know/ no opinion		
40016	2: This product does NOT contain folic acid		
40018	1: This product DOES contain folic acid		
40022	2: This product does NOT contain folic acid	2: NOT affect the way you use this product	3: Don't know/No opinion
40023	1: This product DOES contain folic acid	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
40024	4: Don't know/ no opinion	4: Don't know/No opinion	2: Not influence your decision to purchase this product
40025	3: There is not enough information to determine whether or not this product contains folic acid		
40026	1: This product DOES contain folic acid	4: Don't know/No opinion	3: Don't know/No opinion
40028	4: Don't know/ no opinion		
40030	3: There is not enough information to determine whether or not this product contains folic acid		
40031	4: Don't know/ no opinion	4: Don't know/No opinion	3: Don't know/No opinion

XID	Q8	Q9	Q10
40015			2: Would NOT affect the way you use this product
40016			2: Would NOT affect the way you use this product
40018			2: Would NOT affect the way you use this product
40022			
40023			
40024			
40025			2: Would NOT affect the way you use this product
40026			
40028			4: Don't know/No opinion
40030			3: Not enough information to tell
40031			

XID	Q11	Q12	Q13
40015	2: Not influence your decision to purchase this product		
40016	2: Not influence your decision to purchase this product		
40018	2: Not influence your decision to purchase this product		
40022			
40023			
40024			
40025	2: Not influence your decision to purchase this product		
40026			
40028	3: Don't know/No opinion		
40030	2: Not influence your decision to purchase this product		
40031			

XID	Q14	Q15	Q16
40015	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
40016	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	
40018	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
40022	1: This product HAS whole grain	4: Don't know/ No opinion	
40023	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	
40024	1: This product HAS whole grain	4: Don't know/ No opinion	
40025	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	
40026	1: This product HAS whole grain	4: Don't know/ No opinion	
40028	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	
40030	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product
40031	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	

XID	Q17	Q18	Q19
40015	1: More likely to purchase this product over similar products	just basically I prefer whole wheat to regular white bread.	2: A primary reason you would purchase this product
40016			
40018	1: More likely to purchase this product over similar products	I always try to find bread with more whole grains since it is healthier.	2: A primary reason you would purchase this product
40022			
40023			
40024			
40025			
40026			
40028			
40030			
40031			

XID	Q20	Duration	Healthy/good for you	Healthier than other	Good/excellent source of whole grain
40015	basically I like whole wheat bread.	06:20.0	1		
40016		05:05.0	0		
40018	WHole grains are better for your heart, makes the bread healthier.	07:45.0	1		1
40022		05:24.0	0		1
40023		06:40.0	0		
40024		07:34.0	0		1
40025		07:14.0	0		
40026		07:03.0	1		
40028		04:57.0	1		
40030		08:29.0	0		
40031		03:30.0	1		

XID	REAL	LOCATION	BRAND_QUOTA	S1_a	S1_b	S1_c	S1_d	S1_e	S1_f
40032	1: REAL	10: Northridge Fashion Center, Northridge	3: Sara Lee Breads	0	0	0	0	0	0
40033	1: REAL	2: Southland Mall, Hayward	3: Sara Lee Breads	0	0	0	0	0	0
40034	1: REAL	11: North County Mall, Escondido	3: Sara Lee Breads	0	0	0	0	0	0
40036	1: REAL	12: Chula Vista Center, Chula Vista	3: Sara Lee Breads	0	0	0	0	0	0
40037	1: REAL	10: Northridge Fashion Center, Northridge	3: Sara Lee Breads	0	0	0	0	0	0
40038	1: REAL	10: Northridge Fashion Center, Northridge	3: Sara Lee Breads	0	0	0	0	0	0
40039	1: REAL	3: Mainplace Mall, Santa Ana	3: Sara Lee Breads	0	0	0	0	0	0
40042	1: REAL	4: Moreno Valley Mall, Moreno Valley	3: Sara Lee Breads	0	0	0	0	0	0
40043	1: REAL	11: North County Mall, Escondido	3: Sara Lee Breads	0	0	0	0	0	0
40045	1: REAL	8: Great Mall, Milpitas	3: Sara Lee Breads	0	0	0	0	0	0
40046	1: REAL	12: Chula Vista Center, Chula Vista	3: Sara Lee Breads	0	0	0	0	0	0
40047	1: REAL	11: North County Mall, Escondido	3: Sara Lee Breads	0	0	0	0	0	0

XID	S1_g	S2	S3_a	S3_b	S3_c	S3_d	S3_e	S3_f	S4_a	S4_b	S4_c	S4_d	S4_e
40032	1	2: No	1	0	0	1	0	0	1	0	0	1	1
40033	1	2: No	0	0	0	1	0	0	1	0	1	1	0
40034	1	2: No	0	0	0	1	0	0	0	0	0	1	0
40036	1	2: No	1	1	0	1	0	0	1	0	0	0	1
40037	1	2: No	1	1	0	1	0	0	1	0	0	1	0
40038	1	2: No	1	0	0	1	0	0	1	0	0	1	1
40039	1	2: No	0	1	0	1	0	0	1	0	0	1	0
40042	1	2: No	0	0	0	1	0	0	1	0	0	1	0
40043	1	2: No	0	1	0	1	0	0	1	1	0	0	0
40045	1	2: No	1	0	0	1	0	0	1	0	0	1	0
40046	1	2: No	0	1	0	1	0	0	0	1	0	1	0
40047	1	2: No	0	0	0	1	0	0	1	0	0	0	0

XID	S4_f	S4_g	S4_h	S5	S6	CONDITION
40032	0	0	0	1: Male	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
40033	0	0	0	2: Female	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
40034	0	0	0	1: Male	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
40036	0	0	0	1: Male	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
40037	0	0	0	2: Female	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
40038	0	0	0	2: Female	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
40039	0	0	0	1: Male	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
40042	0	0	0	1: Male	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
40043	0	0	0	1: Male	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
40045	0	0	0	1: Male	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
40046	0	0	0	2: Female	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
40047	0	0	0	1: Male	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B

XID	Q0	Q1	Q2
40032	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	It has a good source of whole grain. It is classic.	By what it says on the packaging.
40033	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	that it was whole wheat bread	it sayed it on the package
40034	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	Healthier option for bread. low sodium and cholesterol. lots of nutrition	it says so on the packaging
40036	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	is healthy and is made by whole grain.	becaue its says it on the front of the package.
40037	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	It is bread that has good ingredients.	Seems good.
40038	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	That it is healthy and it is fresh.	The words on the packaging and because it has whole grain.
40039	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	natural ingredients.	it says it on the packaging.
40042	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	classic whole wheat and it have whole grain and it is healthy	beause it said that and have whole grain
40043	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	It seems to be very healthy	It has whole wheat and whole grain
40045	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	THE CALORIES, TOTAL FAT AND WHOLE GRAIN.	IT SHOWS HOW MUCH OF EACH ON THE BAG PER SLICE.
40046	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	IT TELLS HOW MUCH FAT AND SUGAR AND WHEAT IS IT. IT IS A 16 OUNCE BREAD. HAS NATURAL FACTS.	THE BREAD HAS IT ON THE LABELS.
40047	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	freshnesss very well packaged keeps a flavor kickin good taste.	Becauseits a good best brand.

XID	QUESTION_SERIES	Q3	Q4
40032	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
40033	2: GOOD SOURCE OF WHOLE GRAIN First	4: Don't know/ no opinion	4: Don't know/ no opinion
40034	1: 100% WHOLE WHEAT First	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain soy flour
40036	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
40037	1: 100% WHOLE WHEAT First	4: Don't know/ no opinion	4: Don't know/ no opinion
40038	2: GOOD SOURCE OF WHOLE GRAIN First	4: Don't know/ no opinion	4: Don't know/ no opinion
40039	2: GOOD SOURCE OF WHOLE GRAIN First	4: Don't know/ no opinion	4: Don't know/ no opinion
40042	1: 100% WHOLE WHEAT First	4: Don't know/ no opinion	4: Don't know/ no opinion
40043	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
40045	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain soy flour
40046	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
40047	2: GOOD SOURCE OF WHOLE GRAIN First	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain soy flour

XID	Q5	Q6	Q7
40032	1: This product DOES contain folic acid	4: Don't know/No opinion	3: Don't know/No opinion
40033	4: Don't know/ no opinion		
40034	2: This product does NOT contain folic acid		
40036	2: This product does NOT contain folic acid		
40037	4: Don't know/ no opinion		
40038	4: Don't know/ no opinion		
40039	4: Don't know/ no opinion		
40042	4: Don't know/ no opinion		
40043	1: This product DOES contain folic acid	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
40045	1: This product DOES contain folic acid		
40046	1: This product DOES contain folic acid		
40047	2: This product does NOT contain folic acid	1: Affect the way you use this product	1: Influence your decision to purchase this product

XID	Q8	Q9	Q10
40032			
40033			4: Don't know/No opinion
40034			2: Would NOT affect the way you use this product
40036			4: Don't know/No opinion
40037			4: Don't know/No opinion
40038			4: Don't know/No opinion
40039			2: Would NOT affect the way you use this product
40042			4: Don't know/No opinion
40043			
40045			2: Would NOT affect the way you use this product
40046			1: Would affect the way you use this product
40047	1: More likely to purchase this product over similar products	best brand ever	

XID	Q11	Q12	Q13
40032			
40033	3: Don't know/No opinion		
40034	2: Not influence your decision to purchase this product		
40036	3: Don't know/No opinion		
40037	3: Don't know/No opinion		
40038	3: Don't know/No opinion		
40039	2: Not influence your decision to purchase this product		
40042	3: Don't know/No opinion		
40043			
40045	2: Not influence your decision to purchase this product		
40046	3: Don't know/No opinion		
40047			

XID	Q14	Q15	Q16
40032	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	
40033	4: Don't know/no opinion		
40034	2: This product does NOT have whole grain		
40036	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
40037	1: This product HAS whole grain	4: Don't know/ No opinion	
40038	1: This product HAS whole grain	4: Don't know/ No opinion	
40039	1: This product HAS whole grain	4: Don't know/ No opinion	
40042	4: Don't know/no opinion		
40043	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	
40045	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
40046	1: This product HAS whole grain	3: There is not enough information on the package to determine whether or not the product has a specific level of whole grain	
40047	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product

XID	Q17	Q18	Q19
40032			
40033			
40034			
40036	1: More likely to purchase this product over similar products	because i want to be healthy	2: A primary reason you would purchase this product
40037			
40038			
40039			
40042			
40043			
40045	1: More likely to purchase this product over similar products	BECAUSE ITS ON THE PACKAGE AND ITS A BRAND I LIKE. ITS SORT OF LIKE A STANDARD.	3: One of many reasons you would purchase this product
40046			
40047	1: More likely to purchase this product over similar products	Sara lee is a good company.	1: The sole reason you would purchase this product

XID	Q20	Duration	Healthy/good for you	Healthier than other	Good/excellent source of whole grain
40032		06:50.0	0		1
40033		06:19.0	0		
40034		11:16.0	1	1	
40036	because is good for you	06:14.0	1		
40037		04:41.0	0		
40038		05:52.0	1		
40039		04:07.0	0		
40042		05:50.0	1		
40043		09:45.0	1		
40045	THERES OTHER BRANDS THAT HAVE WHOLE GRAIN TOO.	09:13.0	0		
40046		09:11.0	0		
40047	the flavor the texture the idea whoever came up with it the calories.	10:02.0	0		

XID	REAL	LOCATION	BRAND_QUOTA	S1_a	S1_b	S1_c	S1_d	S1_e	S1_f
40050	1: REAL	4: Moreno Valley Mall, Moreno Valley	3: Sara Lee Breads	0	0	0	0	0	0
40052	1: REAL	12: Chula Vista Center, Chula Vista	3: Sara Lee Breads	0	0	0	0	0	0
40054	1: REAL	5: Plaza Camino Mall, Carlsbad	3: Sara Lee Breads	0	0	0	0	0	0
40962	1: REAL	4: Moreno Valley Mall, Moreno Valley	3: Sara Lee Breads	0	0	0	0	0	0
41428	1: REAL	4: Moreno Valley Mall, Moreno Valley	3: Sara Lee Breads	0	0	0	0	0	0
41476	1: REAL	4: Moreno Valley Mall, Moreno Valley	3: Sara Lee Breads	0	0	0	0	0	0
41553	1: REAL	2: Southland Mall, Hayward	3: Sara Lee Breads	0	0	0	0	0	0
41554	1: REAL	4: Moreno Valley Mall, Moreno Valley	3: Sara Lee Breads	0	0	0	0	0	0
41556	1: REAL	6: Stonewood Center, Downey	3: Sara Lee Breads	0	0	0	0	0	0

XID	S1_g	S2	S3_a	S3_b	S3_c	S3_d	S3_e	S3_f	S4_a	S4_b	S4_c	S4_d	S4_e
40050	1	2: No	0	0	0	1	0	0	1	0	1	1	0
40052	1	2: No	1	1	0	1	0	0	1	0	0	1	1
40054	1	2: No	0	1	1	1	0	0	0	0	0	1	0
40962	1	2: No	1	0	0	1	0	0	1	1	0	0	0
41428	1	2: No	1	1	0	1	0	0	1	0	0	1	0
41476	1	2: No	1	1	1	1	0	0	1	1	1	1	1
41553	1	2: No	0	0	0	1	0	0	1	0	1	0	1
41554	1	2: No	0	1	1	1	0	0	0	0	0	1	0
41556	1	2: No	1	1	0	1	0	0	1	0	0	0	0

XID	S4_f	S4_g	S4_h	S5	S6	CONDITION
40050	0	0	0	2: Female	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
40052	0	0	0	2: Female	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
40054	0	0	0	2: Female	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
40962	0	0	0	1: Male	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
41428	0	0	0	1: Male	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
41476	0	0	0	2: Female	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
41553	0	0	0	1: Male	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
41554	0	0	0	2: Female	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
41556	0	0	0	2: Female	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B

XID	Q0	Q1	Q2
40050	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	it is whole wheat	it say it
40052	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	that its whole grain and heathly for you	it says in the package
40054	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	that it's packaged fresh and that it has 14g of whole wheat	it says it on the packaging and it also says that it's a bakery bread and that makes it sound like it's packaged fresh every morning
40962	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	that is bread is good for your heart	on the package it says heart heatly
41428	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	that it wholesome and whole wheat grains and healthy for the heart	by looking and reading it
41476	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	its new	I haven't seen this package before
41553	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	It looks good and I would like to buy it	it looks like it make good sandwiches
41554	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	that its healthy for you	it says good for a healthy heart
41556	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	THATS ITS WHOLE WHEAT AND HEALTHY	IT SAYS WHOLE WHEAT ON THE PACKAGE AND THE COLOR AND THERES A HEART INDICATING ITS GOOD FOR YOU

XID	QUESTION_SERIES	Q3	Q4
40050	2: GOOD SOURCE OF WHOLE GRAIN First	4: Don't know/ no opinion	4: Don't know/ no opinion
40052	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
40054	1: 100% WHOLE WHEAT First	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain soy flour
40962	1: 100% WHOLE WHEAT First	2: This product does NOT contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
41428	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
41476	1: 100% WHOLE WHEAT First	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain soy flour
41553	2: GOOD SOURCE OF WHOLE GRAIN First	4: Don't know/ no opinion	3: There is not enough information to determine whether or not this product contains soy flour
41554	1: 100% WHOLE WHEAT First	4: Don't know/ no opinion	1: This product DOES contain soy flour
41556	1: 100% WHOLE WHEAT First	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain soy flour

XID	Q5	Q6	Q7
40050	4: Don't know/ no opinion		
40052	3: There is not enough information to determine whether or not this product contains folic acid		
40054	4: Don't know/ no opinion		
40962	2: This product does NOT contain folic acid		
41428	3: There is not enough information to determine whether or not this product contains folic acid		
41476	2: This product does NOT contain folic acid	1: Affect the way you use this product	1: Influence your decision to purchase this product
41553	4: Don't know/ no opinion		
41554	3: There is not enough information to determine whether or not this product contains folic acid	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
41556	3: There is not enough information to determine whether or not this product contains folic acid	1: Affect the way you use this product	1: Influence your decision to purchase this product

XID	Q8	Q9	Q10
40050			4: Don't know/No opinion
40052			2: Would NOT affect the way you use this product
40054			2: Would NOT affect the way you use this product
40962			2: Would NOT affect the way you use this product
41428			2: Would NOT affect the way you use this product
41476	2: Neither more nor less likely to purchase this product over similar products	im not familiar with it	
41553			4: Don't know/No opinion
41554			
41556	2: Neither more nor less likely to purchase this product over similar products	ITS A BRAND THAT I LIKE AND HAVE BEEN BUYING FOR A LONG TIME SO I WILL CONTINUE TO BUY IT	

XID	Q11	Q12	Q13
40050	3: Don't know/No opinion		
40052	1: Influence your decision to purchase this product	1: More likely to purchase this product over similar products	because is good for you
40054	2: Not influence your decision to purchase this product		
40962	2: Not influence your decision to purchase this product		
41428	2: Not influence your decision to purchase this product		
41476			
41553	3: Don't know/No opinion		
41554			
41556			

XID	Q14	Q15	Q16
40050	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
40052	1: This product HAS whole grain	3: There is not enough information on the package to determine whether or not the product has a specific level of whole grain	
40054	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
40962	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	
41428	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
41476	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
41553	3: There is not enough information to determine whether this product does or does not have whole grain		
41554	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product
41556	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product

XID	Q17	Q18	Q19
40050	4: Don't know/No opinion	whole grain	
40052			
40054	1: More likely to purchase this product over similar products	Because I like to eat food rich in whole grain, it means that it's less processed than other breads	3: One of many reasons you would purchase this product
40962			
41428	1: More likely to purchase this product over similar products	it means its better for you	3: One of many reasons you would purchase this product
41476	2: Neither more nor less likely to purchase this product over similar products	its better for you	
41553			
41554			
41556	2: Neither more nor less likely to purchase this product over similar products	I THINK IF I LIKE SOMETHING ILL CONTINUE TO BUY IT NO MATTER WHAT	

XID	Q20	Duration	Healthy/good for you	Healthier than other	Good/excellent source of whole grain
40050		10:46.0	0		
40052		04:15.0	1		
40054	because I have other reasons for buying sara lee bread, it also tastes delicious	10:39.0	0		
40962		03:10.0	1		
41428	because whole wheat is good for you	06:56.0	1		
41476		17:43.0	0		
41553		05:34.0	0		
41554		11:16.0	1		
41556		40:22.0	1		

XID	REAL	LOCATION	BRAND_QUOTA	S1_a	S1_b	S1_c	S1_d	S1_e	S1_f
41557	1: REAL	4: Moreno Valley Mall, Moreno Valley	3: Sara Lee Breads	0	0	0	0	0	0
41558	1: REAL	2: Southland Mall, Hayward	3: Sara Lee Breads	0	0	0	0	0	0
41560	1: REAL	2: Southland Mall, Hayward	3: Sara Lee Breads	0	0	0	0	0	0
41562	1: REAL	8: Great Mall, Milpitas	3: Sara Lee Breads	0	0	0	0	0	0
41563	1: REAL	2: Southland Mall, Hayward	3: Sara Lee Breads	0	0	0	0	0	0
41565	1: REAL	1: Puente Hills Mall, City of Industry	3: Sara Lee Breads	0	0	0	0	0	0
41566	1: REAL	6: Stonewood Center, Downey	3: Sara Lee Breads	0	0	0	0	0	0
41567	1: REAL	11: North County Mall, Escondido	3: Sara Lee Breads	0	0	0	0	0	0
41568	1: REAL	1: Puente Hills Mall, City of Industry	3: Sara Lee Breads	0	0	0	0	0	0
41569	1: REAL	10: Northridge Fashion Center, Northridge	3: Sara Lee Breads	0	0	0	0	0	0

XID	S1_g	S2	S3_a	S3_b	S3_c	S3_d	S3_e	S3_f	S4_a	S4_b	S4_c	S4_d	S4_e
41557	1	2: No	0	0	0	1	0	0	1	1	0	0	0
41558	1	2: No	0	0	0	1	0	0	1	1	0	0	1
41560	1	2: No	0	0	0	1	0	0	1	0	0	1	1
41562	1	2: No	1	1	1	1	0	0	1	0	0	1	0
41563	1	2: No	0	0	0	1	0	0	1	1	0	1	0
41565	1	2: No	0	0	0	1	0	0	0	0	0	1	0
41566	1	2: No	1	0	0	1	0	0	1	1	0	1	1
41567	1	2: No	0	1	0	1	0	0	1	1	0	0	0
41568	1	2: No	0	0	0	1	0	0	1	0	0	0	0
41569	1	2: No	0	1	0	1	0	0	1	1	0	1	0

XID	S4_f	S4_g	S4_h	S5	S6	CONDITION
41557	0	0	0	1: Male	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
41558	0	0	0	1: Male	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
41560	0	0	0	1: Male	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
41562	0	0	0	2: Female	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
41563	0	0	0	1: Male	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
41565	0	0	0	2: Female	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
41566	0	0	0	1: Male	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
41567	0	0	0	1: Male	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
41568	0	0	0	1: Male	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
41569	0	0	0	2: Female	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B

XID	Q0	Q1	Q2
41557	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	I know its healthy bread	its good and it gives you energy to move on
41558	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	it look good and tasty	I love bread
41560	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	I sara lee brand bread	because that's the only one I like
41562	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	that this product is wheat fresh from bakery good for the heart. the lettering looks bigger than normal.	from bakery, I mean that it might be fresher than usual store bought bread great for the heart, a goog source of whole grain. thats why I buy this one.
41563	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	sara lee is okay not good enough	because is not my favorite
41565	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	its whole wheat healthy good for my heart and low calories and good in fiber	the packaging and lables
41566	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	CLASSIC 100% WHOLE GRAIN.. HEART HEALTHY.. NUTRITION FACTS... GOOD SOURCE OF DIET	THE MESSAGES STAND OUT TO ME
41567	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	simple yet elegant packaging	mostly the colors and the simplicity of the design
41568	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	its cheap bread	because I read the ingredients and it has high fructose syrup its a gmo bread
41569	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	A Sara Lee product with whole wheat grains.	The labels and the bread looks wheat.

XID	QUESTION_SERIES	Q3	Q4
41557	2: GOOD SOURCE OF WHOLE GRAIN First	4: Don't know/ no opinion	4: Don't know/ no opinion
41558	1: 100% WHOLE WHEAT First	4: Don't know/ no opinion	3: There is not enough information to determine whether or not this product contains soy flour
41560	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	4: Don't know/ no opinion
41562	1: 100% WHOLE WHEAT First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
41563	1: 100% WHOLE WHEAT First	4: Don't know/ no opinion	3: There is not enough information to determine whether or not this product contains soy flour
41565	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	4: Don't know/ no opinion
41566	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain soy flour
41567	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain soy flour
41568	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
41569	1: 100% WHOLE WHEAT First	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain soy flour

XID	Q5	Q6	Q7
41557	1: This product DOES contain folic acid		
41558	3: There is not enough information to determine whether or not this product contains folic acid		
41560	3: There is not enough information to determine whether or not this product contains folic acid		
41562	3: There is not enough information to determine whether or not this product contains folic acid		
41563	3: There is not enough information to determine whether or not this product contains folic acid		
41565	4: Don't know/ no opinion		
41566	2: This product does NOT contain folic acid		
41567	4: Don't know/ no opinion		
41568	1: This product DOES contain folic acid	1: Affect the way you use this product	1: Influence your decision to purchase this product
41569	2: This product does NOT contain folic acid		

XID	Q8	Q9	Q10
41557			1: Would affect the way you use this product
41558			3: Not enough information to tell
41560			3: Not enough information to tell
41562			4: Don't know/No opinion
41563			3: Not enough information to tell
41565			3: Not enough information to tell
41566			2: Would NOT affect the way you use this product
41567			4: Don't know/No opinion
41568	3: Less likely to purchase this product over similar products	things like soy are genetically modified a lesser labeled gmo will make you not buy the product	
41569			2: Would NOT affect the way you use this product

XID	Q11	Q12	Q13
41557	2: Not influence your decision to purchase this product		
41558	3: Don't know/No opinion		
41560	3: Don't know/No opinion		
41562	3: Don't know/No opinion		
41563	3: Don't know/No opinion		
41565	3: Don't know/No opinion		
41566	2: Not influence your decision to purchase this product		
41567	3: Don't know/No opinion		
41568			
41569	1: Influence your decision to purchase this product	2: Neither more nor less likely to purchase this product over similar products	Just doesn't really have impact for me. If its good then its good.

XID	Q14	Q15	Q16
41557	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	3: Don't know/No opinion
41558	3: There is not enough information to determine whether this product does or does not have whole grain		
41560	3: There is not enough information to determine whether this product does or does not have whole grain		
41562	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
41563	3: There is not enough information to determine whether this product does or does not have whole grain		
41565	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
41566	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
41567	1: This product HAS whole grain	3: There is not enough information on the package to determine whether or not the product has a specific level of whole grain	
41568	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	
41569	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product

XID	Q17	Q18	Q19
41557			
41558			
41560			
41562	1: More likely to purchase this product over similar products	because whole grain is a key nutrient for a digestive system.	2: A primary reason you would purchase this product
41563			
41565	1: More likely to purchase this product over similar products	its a brand that I like and I get my moneys worth on whole grain	2: A primary reason you would purchase this product
41566	1: More likely to purchase this product over similar products	BECAUSE IT CLEARLY TELLS YOU THE FACTS	3: One of many reasons you would purchase this product
41567			
41568			
41569			

XID	Q20	Duration	Healthy/good for you	Healthier than other	Good/excellent source of whole grain
41557		09:51.0	1		
41558		06:05.0	0		
41560		03:04.0	0		
41562	i suffer from colon problems, and this helps me keep good fiber in my digestive system.	24:26.0	1	1	1
41563		03:13.0	0		
41565	I like healthy bread	09:42.0	1		
41566	BECUASE ITS STATING THE NURTION OF ITS LABEL NOT LIKE OTHER PRODUCTS	14:19.0	1		1
41567		08:01.0	0		
41568		07:32.0	0		
41569		05:08.0	0		

XID	REAL	LOCATION	BRAND_QUOTA	S1_a	S1_b	S1_c	S1_d	S1_e	S1_f
41571	1: REAL	8: Great Mall, Milpitas	3: Sara Lee Breads	0	0	0	0	0	0
41572	1: REAL	10: Northridge Fashion Center, Northridge	3: Sara Lee Breads	0	0	0	0	0	0
41573	1: REAL	1: Puente Hills Mall, City of Industry	3: Sara Lee Breads	0	0	0	0	0	0
41574	1: REAL	1: Puente Hills Mall, City of Industry	3: Sara Lee Breads	0	0	0	0	0	0
41575	1: REAL	9: Ontario Mills, Ontario	3: Sara Lee Breads	0	0	0	0	0	0
41608	1: REAL	3: Mainplace Mall, Santa Ana	3: Sara Lee Breads	0	0	0	0	0	0
41632	1: REAL	1: Puente Hills Mall, City of Industry	3: Sara Lee Breads	0	0	0	0	0	0
41678	1: REAL	1: Puente Hills Mall, City of Industry	3: Sara Lee Breads	0	0	0	0	0	0
41700	1: REAL	1: Puente Hills Mall, City of Industry	3: Sara Lee Breads	0	0	0	0	0	0
41713	1: REAL	1: Puente Hills Mall, City of Industry	3: Sara Lee Breads	0	0	0	0	0	0

XID	S1_g	S2	S3_a	S3_b	S3_c	S3_d	S3_e	S3_f	S4_a	S4_b	S4_c	S4_d	S4_e
41571	1	2: No	1	1	0	1	0	0	1	1	0	1	0
41572	1	2: No	0	0	0	1	0	0	1	0	0	0	0
41573	1	2: No	0	0	0	1	0	0	1	0	0	0	0
41574	1	2: No	1	1	0	1	0	0	1	0	1	0	1
41575	1	2: No	0	0	0	1	0	0	0	0	0	1	0
41608	1	2: No	0	0	0	1	0	0	0	0	0	1	0
41632	1	2: No	0	1	0	1	0	0	1	0	0	1	1
41678	1	2: No	1	0	0	1	0	0	0	0	0	1	0
41700	1	2: No	0	1	0	1	0	0	1	0	0	1	1
41713	1	2: No	0	0	0	1	0	0	1	0	0	0	0

XID	S4_f	S4_g	S4_h	S5	S6	CONDITION
41571	0	0	0	1: Male	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
41572	0	0	0	1: Male	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
41573	0	0	0	1: Male	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
41574	0	0	0	2: Female	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
41575	0	0	0	1: Male	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
41608	0	0	0	1: Male	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
41632	0	0	0	2: Female	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
41678	0	0	0	1: Male	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
41700	0	0	0	1: Male	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
41713	0	0	0	2: Female	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B

XID	Q0	Q1	Q2
41571	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	it says that its a whole wheat bread. its a great taste that my family would love. it says low in total fats. its a healthy heart.	because I read it
41572	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	That it is classic 100% Whole Wheat.	The sticker at the bottom of the loaf and the top.
41573	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	the message is that it is very healthy and explanatory and exact amount of grams of fat	the packaging on the product and the package is thick and all other information with a number on the plastic
41574	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	good quality sara lee is good quality classic whole wheat grain heart healthy 16 oz a lb source of whole grain	its on the packaging
41575	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	That It is healthy.	Because its whole wheat
41608	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	That its 100 percent wheat. And that its nutritional.	Because of the labeling.
41632	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	that it is a healthy product for me to eat	because wheat is suppose to be easier then white bread
41678	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	100% whole wheat, classic, whole grain, 70 calories	its is on the bread package
41700	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	that this bread is healthy for me	because it has wheat
41713	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	it looks like they are trying to put it out there that there a healthy brand	they have a sign on the package that says its whole grain and that it is heart healthy

XID	QUESTION_SERIES	Q3	Q4
41571	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
41572	2: GOOD SOURCE OF WHOLE GRAIN First	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain soy flour
41573	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	4: Don't know/ no opinion
41574	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain soy flour
41575	1: 100% WHOLE WHEAT First	4: Don't know/ no opinion	4: Don't know/ no opinion
41608	2: GOOD SOURCE OF WHOLE GRAIN First	4: Don't know/ no opinion	4: Don't know/ no opinion
41632	1: 100% WHOLE WHEAT First	4: Don't know/ no opinion	3: There is not enough information to determine whether or not this product contains soy flour
41678	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
41700	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	4: Don't know/ no opinion
41713	1: 100% WHOLE WHEAT First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour

XID	Q5	Q6	Q7
41571	3: There is not enough information to determine whether or not this product contains folic acid		
41572	3: There is not enough information to determine whether or not this product contains folic acid	2: NOT affect the way you use this product	3: Don't know/No opinion
41573	4: Don't know/ no opinion		
41574	2: This product does NOT contain folic acid		
41575	4: Don't know/ no opinion		
41608	4: Don't know/ no opinion		
41632	2: This product does NOT contain folic acid		
41678	2: This product does NOT contain folic acid	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
41700	1: This product DOES contain folic acid		
41713	3: There is not enough information to determine whether or not this product contains folic acid		

XID	Q8	Q9	Q10
41571			1: Would affect the way you use this product
41572			
41573			2: Would NOT affect the way you use this product
41574			2: Would NOT affect the way you use this product
41575			2: Would NOT affect the way you use this product
41608			1: Would affect the way you use this product
41632			2: Would NOT affect the way you use this product
41678			
41700			1: Would affect the way you use this product
41713			2: Would NOT affect the way you use this product

XID	Q11	Q12	Q13
41571	1: Influence your decision to purchase this product	3: Less likely to purchase this product over similar products	because I want a natural bread. especially that iam old right now
41572			
41573	2: Not influence your decision to purchase this product		
41574	2: Not influence your decision to purchase this product		
41575	2: Not influence your decision to purchase this product		
41608	1: Influence your decision to purchase this product	1: More likely to purchase this product over similar products	In my opinion I think that soy is good for my health.
41632	2: Not influence your decision to purchase this product		
41678			
41700	2: Not influence your decision to purchase this product		
41713	1: Influence your decision to purchase this product	2: Neither more nor less likely to purchase this product over similar products	as long as it taste good but if it really unhealthy I would not purchase the product

XID	Q14	Q15	Q16
41571	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	
41572	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
41573	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product
41574	1: This product HAS whole grain	3: There is not enough information on the package to determine whether or not the product has a specific level of whole grain	
41575	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
41608	1: This product HAS whole grain	4: Don't know/ No opinion	
41632	2: This product does NOT have whole grain		
41678	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	
41700	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
41713	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product

XID	Q17	Q18	Q19
41571			
41572	1: More likely to purchase this product over similar products	I like 100 percent whole wheat so this is good labeled on different sides of the packages. It is good for me.	3: One of many reasons you would purchase this product
41573			
41574			
41575	1: More likely to purchase this product over similar products	Because that why I buy it. because it has whole wheat and whole grains.	2: A primary reason you would purchase this product
41608			
41632			
41678			
41700	2: Neither more nor less likely to purchase this product over similar products	because im still going to buy the bread	
41713	1: More likely to purchase this product over similar products	because if I know what im eating and how much vitamins im consuming it makes me more aware of what im eating	3: One of many reasons you would purchase this product

XID	Q20	Duration	Healthy/good for you	Healthier than other	Good/excellent source of whole grain
41571		10:53.0	1		
41572	I think that this is a good reason to buy. It enable me to get something that is 100 percent whole wheat.	06:35.0	0		
41573		08:15.0	1		
41574		12:41.0	1		1
41575	Because like I said before thats the main reason why i buy it because it has whole grains and whole wheat.	10:01.0	1		
41608		04:41.0	1		
41632		17:01.0	1		
41678		09:40.0	0		
41700		11:57.0	1		
41713	because its good to know what your consuming	17:44.0	1		

XID	REAL	LOCATION	BRAND_QUOTA	S1_a	S1_b	S1_c	S1_d	S1_e	S1_f
41714	1: REAL	5: Plaza Camino Mall, Carlsbad	3: Sara Lee Breads	0	0	0	0	0	0
41715	1: REAL	10: Northridge Fashion Center, Northridge	3: Sara Lee Breads	0	0	0	0	0	0
41770	1: REAL	1: Puente Hills Mall, City of Industry	3: Sara Lee Breads	0	0	0	0	0	0
41808	1: REAL	1: Puente Hills Mall, City of Industry	3: Sara Lee Breads	0	0	0	0	0	0
41815	1: REAL	1: Puente Hills Mall, City of Industry	3: Sara Lee Breads	0	0	0	0	0	0
41840	1: REAL	1: Puente Hills Mall, City of Industry	3: Sara Lee Breads	0	0	0	0	0	0
41862	1: REAL	1: Puente Hills Mall, City of Industry	3: Sara Lee Breads	0	0	0	0	0	0
41923	1: REAL	2: Southland Mall, Hayward	3: Sara Lee Breads	0	0	0	0	0	0
41965	1: REAL	2: Southland Mall, Hayward	3: Sara Lee Breads	0	0	0	0	0	0

XID	S1_g	S2	S3_a	S3_b	S3_c	S3_d	S3_e	S3_f	S4_a	S4_b	S4_c	S4_d	S4_e
41714	1	2: No	0	1	0	1	0	0	1	1	1	0	0
41715	1	2: No	0	0	0	1	0	0	1	1	0	0	0
41770	1	2: No	1	0	0	1	0	0	1	0	0	0	0
41808	1	2: No	0	0	0	1	0	0	0	0	0	1	0
41815	1	2: No	1	1	0	1	0	0	1	1	0	1	1
41840	1	2: No	0	0	0	1	0	0	1	0	0	0	0
41862	1	2: No	0	0	0	1	0	0	1	0	0	0	0
41923	1	2: No	0	0	0	1	0	0	1	1	1	1	0
41965	1	2: No	0	0	0	1	0	0	1	0	1	1	0

XID	S4_f	S4_g	S4_h	S5	S6	CONDITION
41714	0	0	0	1: Male	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
41715	0	0	0	1: Male	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
41770	0	0	0	2: Female	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
41808	0	0	0	2: Female	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
41815	0	0	0	2: Female	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
41840	0	0	0	2: Female	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
41862	0	0	0	1: Male	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
41923	0	0	0	1: Male	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
41965	0	0	0	2: Female	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A

XID	Q0	Q1	Q2
41714	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	That its 100% wheat. Its great for your body. Must be good for you.	Thats what it shows on the packaging.
41715	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	The messages that it gives to me is that it is wheat bread with some added ingredients.	The nutritional label on back.
41770	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	that the break is 100 whole wheat	because it shows on the packaging for the product
41808	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	nothing interesting	because the packaging doesn't show alot
41815	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	healthy eating into every bite packed with nutrients to keep me healthy.	the quality of the bread.
41840	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	that it is whole wheat bread	the picture of the wheat on the package
41862	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	that its a healthy choice for me	because it shows all the ingredients and whats inside them
41923	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	I like the way it looks. it looks freash	because is not smash down it looks soft
41965	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	it look good	because is freash

XID	QUESTION_SERIES	Q3	Q4
41714	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
41715	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
41770	2: GOOD SOURCE OF WHOLE GRAIN First	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain soy flour
41808	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain soy flour
41815	1: 100% WHOLE WHEAT First	4: Don't know/ no opinion	4: Don't know/ no opinion
41840	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
41862	1: 100% WHOLE WHEAT First	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain soy flour
41923	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
41965	1: 100% WHOLE WHEAT First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour

XID	Q5	Q6	Q7
41714	3: There is not enough information to determine whether or not this product contains folic acid		
41715	3: There is not enough information to determine whether or not this product contains folic acid		
41770	1: This product DOES contain folic acid		
41808	3: There is not enough information to determine whether or not this product contains folic acid		
41815	4: Don't know/ no opinion		
41840	2: This product does NOT contain folic acid		
41862	1: This product DOES contain folic acid		
41923	3: There is not enough information to determine whether or not this product contains folic acid		
41965	3: There is not enough information to determine whether or not this product contains folic acid		

XID	Q8	Q9	Q10
41714			4: Don't know/No opinion
41715			2: Would NOT affect the way you use this product
41770			1: Would affect the way you use this product
41808			3: Not enough information to tell
41815			4: Don't know/No opinion
41840			2: Would NOT affect the way you use this product
41862			1: Would affect the way you use this product
41923			4: Don't know/No opinion
41965			3: Not enough information to tell

XID	Q11	Q12	Q13
41714	1: Influence your decision to purchase this product	2: Neither more nor less likely to purchase this product over similar products	It just makes me feel like i am making healthy choices.
41715	2: Not influence your decision to purchase this product		
41770	3: Don't know/No opinion		
41808	2: Not influence your decision to purchase this product		
41815	1: Influence your decision to purchase this product	3: Less likely to purchase this product over similar products	would prefer processed ingredients in my food.
41840	2: Not influence your decision to purchase this product		
41862	3: Don't know/No opinion		
41923	3: Don't know/No opinion		
41965	3: Don't know/No opinion		

XID	Q14	Q15	Q16
41714	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product
41715	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	3: Don't know/No opinion
41770	1: This product HAS whole grain	3: There is not enough information on the package to determine whether or not the product has a specific level of whole grain	
41808	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	
41815	4: Don't know/no opinion		
41840	4: Don't know/no opinion		
41862	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	
41923	3: There is not enough information to determine whether this product does or does not have whole grain		
41965	3: There is not enough information to determine whether this product does or does not have whole grain		

XID	Q17	Q18	Q19
41714			
41715			
41770			
41808			
41815			
41840			
41862			
41923			
41965			

XID	Q20	Duration	Healthy/good for you	Healthier than other	Good/excellent source of whole grain
41714		04:13.0	1		
41715		19:36.0	0		
41770		12:06.0	0		
41808		13:29.0	0		
41815		04:40.0	1		
41840		06:13.0	0		
41862		12:37.0	1		
41923		02:30.0	0		
41965		07:24.0	0		

XID	REAL	LOCATION	BRAND_QUOTA	S1_a	S1_b	S1_c	S1_d	S1_e	S1_f
41991	1: REAL	2: Southland Mall, Hayward	3: Sara Lee Breads	0	0	0	0	0	0
41998	1: REAL	6: Stonewood Center, Downey	3: Sara Lee Breads	0	0	0	0	0	0
42188	1: REAL	6: Stonewood Center, Downey	3: Sara Lee Breads	0	0	0	0	0	0
42241	1: REAL	6: Stonewood Center, Downey	3: Sara Lee Breads	0	0	0	0	0	0
42474	1: REAL	10: Northridge Fashion Center, Northridge	3: Sara Lee Breads	0	0	0	0	0	0
42478	1: REAL	10: Northridge Fashion Center, Northridge	3: Sara Lee Breads	0	0	0	0	0	0
42485	1: REAL	10: Northridge Fashion Center, Northridge	3: Sara Lee Breads	0	0	0	0	0	0
42488	1: REAL	10: Northridge Fashion Center, Northridge	3: Sara Lee Breads	0	0	0	0	0	0
42497	1: REAL	10: Northridge Fashion Center, Northridge	3: Sara Lee Breads	0	0	0	0	0	0

XID	S1_g	S2	S3_a	S3_b	S3_c	S3_d	S3_e	S3_f	S4_a	S4_b	S4_c	S4_d	S4_e
41991	1	2: No	0	0	0	1	0	0	1	0	1	1	0
41998	1	2: No	0	0	0	1	0	0	1	0	0	0	0
42188	1	2: No	1	1	0	1	0	0	1	0	0	1	0
42241	1	2: No	1	0	0	1	0	0	1	0	0	1	0
42474	1	2: No	0	0	0	1	0	0	1	0	0	0	0
42478	1	2: No	0	0	0	1	0	0	0	1	0	1	0
42485	1	2: No	1	0	0	1	0	0	1	1	0	1	1
42488	1	2: No	0	0	0	1	0	0	0	0	0	1	0
42497	1	2: No	0	1	0	1	0	0	1	0	0	0	1

XID	S4_f	S4_g	S4_h	S5	S6	CONDITION
41991	0	0	0	2: Female	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
41998	0	0	0	1: Male	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
42188	0	0	0	2: Female	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
42241	0	0	0	1: Male	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
42474	0	0	0	2: Female	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
42478	0	0	0	2: Female	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
42485	0	0	0	1: Male	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
42488	0	0	0	1: Male	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
42497	0	0	0	2: Female	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A

XID	Q0	Q1	Q2
41991	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	I like it a lot	is good
41998	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	this looks really good and healthy	I always buy it because of the wheat it helps me stay strong
42188	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	FRESHNESS AND ITS SARA LEE	YOU CAN SEE THROUGH THE PLASTIC AND TELL ITS STILL FRESH AND NEW
42241	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	whole wheat.. whole grain .. heart healthy... nutrition facts...	the product has it written on it package
42474	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	It is an excellent source of calcium and whole wheat.	The green area.
42478	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	This sandwich bread has a softness and is a good source of fiber.	I know it's softness and I know the good source of fiber it has.
42485	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	100% whole wheat bread.	Stickers.
42488	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	It's classic bread.	It's on the front end.
42497	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	It is always fresh and it has no trans fat.	It says no trans fat towards the top and it seems very fresh.

XID	QUESTION_SERIES	Q3	Q4
41991	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
41998	2: GOOD SOURCE OF WHOLE GRAIN First	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain soy flour
42188	1: 100% WHOLE WHEAT First	2: This product does NOT contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
42241	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain soy flour
42474	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
42478	1: 100% WHOLE WHEAT First	4: Don't know/ no opinion	4: Don't know/ no opinion
42485	2: GOOD SOURCE OF WHOLE GRAIN First	4: Don't know/ no opinion	4: Don't know/ no opinion
42488	1: 100% WHOLE WHEAT First	4: Don't know/ no opinion	4: Don't know/ no opinion
42497	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour

XID	Q5	Q6	Q7
41991	3: There is not enough information to determine whether or not this product contains folic acid		
41998	2: This product does NOT contain folic acid		
42188	3: There is not enough information to determine whether or not this product contains folic acid		
42241	2: This product does NOT contain folic acid		
42474	3: There is not enough information to determine whether or not this product contains folic acid		
42478	1: This product DOES contain folic acid		
42485	3: There is not enough information to determine whether or not this product contains folic acid		
42488	1: This product DOES contain folic acid		
42497	3: There is not enough information to determine whether or not this product contains folic acid		

XID	Q8	Q9	Q10
41991			4: Don't know/No opinion
41998			1: Would affect the way you use this product
42188			3: Not enough information to tell
42241			2: Would NOT affect the way you use this product
42474			2: Would NOT affect the way you use this product
42478			3: Not enough information to tell
42485			4: Don't know/No opinion
42488			3: Not enough information to tell
42497			2: Would NOT affect the way you use this product

XID	Q11	Q12	Q13
41991	2: Not influence your decision to purchase this product		
41998	1: Influence your decision to purchase this product	1: More likely to purchase this product over similar products	I want to be healthy and eat healthy things
42188	2: Not influence your decision to purchase this product		
42241	2: Not influence your decision to purchase this product		
42474	2: Not influence your decision to purchase this product		
42478	3: Don't know/No opinion		
42485	3: Don't know/No opinion		
42488	3: Don't know/No opinion		
42497	2: Not influence your decision to purchase this product		

XID	Q14	Q15	Q16
41991	3: There is not enough information to determine whether this product does or does not have whole grain		
41998	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
42188	1: This product HAS whole grain	3: There is not enough information on the package to determine whether or not the product has a specific level of whole grain	
42241	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	
42474	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
42478	1: This product HAS whole grain	3: There is not enough information on the package to determine whether or not the product has a specific level of whole grain	
42485	4: Don't know/no opinion		
42488	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product
42497	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product

XID	Q17	Q18	Q19
41991			
41998	4: Don't know/No opinion	im not sure I need to taste it first	
42188			
42241			
42474	1: More likely to purchase this product over similar products	It has calcium and whole wheat bread.	3: One of many reasons you would purchase this product
42478			
42485			
42488			
42497	1: More likely to purchase this product over similar products	The number is in bold and its 100 percent whole grain.	3: One of many reasons you would purchase this product

XID	Q20	Duration	Healthy/good for you	Healthier than other	Good/excellent source of whole grain
41991		07:53.0	0		
41998		16:13.0	1		
42188		09:52.0	0		
42241		11:16.0	1		
42474	I have an estimated idea of the daily intake	08:52.0	0		
42478		11:39.0	0		
42485		08:04.0	0		
42488		11:57.0	0		
42497	It is made with 100 percent whole grain.	08:01.0	0		

XID	REAL	LOCATION	BRAND_QUOTA	S1_a	S1_b	S1_c	S1_d	S1_e	S1_f
42501	1: REAL	10: Northridge Fashion Center, Northridge	3: Sara Lee Breads	0	0	0	0	0	0
44155	1: REAL	4: Moreno Valley Mall, Moreno Valley	3: Sara Lee Breads	0	0	0	0	0	0
44159	1: REAL	7: Antelope Valley, Palmdale	3: Sara Lee Breads	0	0	0	0	0	0
44232	1: REAL	1: Puente Hills Mall, City of Industry	3: Sara Lee Breads	0	0	0	0	0	0
44320	1: REAL	4: Moreno Valley Mall, Moreno Valley	3: Sara Lee Breads	0	0	0	0	0	0
44412	1: REAL	7: Antelope Valley, Palmdale	3: Sara Lee Breads	0	0	0	0	0	0
44689	1: REAL	12: Chula Vista Center, Chula Vista	3: Sara Lee Breads	0	0	0	0	0	0
44743	1: REAL	4: Moreno Valley Mall, Moreno Valley	3: Sara Lee Breads	0	0	0	0	0	0
44746	1: REAL	5: Plaza Camino Mall, Carlsbad	3: Sara Lee Breads	0	0	0	0	0	0

XID	S1_g	S2	S3_a	S3_b	S3_c	S3_d	S3_e	S3_f	S4_a	S4_b	S4_c	S4_d	S4_e
42501	1	2: No	0	0	0	1	0	0	1	1	0	1	1
44155	1	2: No	1	1	1	1	0	0	1	1	0	0	0
44159	1	2: No	0	0	0	1	0	0	1	0	0	0	0
44232	1	2: No	0	1	0	1	0	0	1	0	0	1	0
44320	1	2: No	0	1	1	1	0	0	1	0	0	1	0
44412	1	2: No	1	1	0	1	0	0	1	0	0	0	1
44689	1	2: No	0	0	0	1	0	0	1	0	0	1	0
44743	1	2: No	1	1	1	1	0	0	1	1	1	0	0
44746	1	2: No	1	0	0	1	0	0	1	1	1	1	1

XID	S4_f	S4_g	S4_h	S5	S6	CONDITION
42501	0	0	0	1: Male	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
44155	0	0	0	1: Male	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
44159	0	0	0	1: Male	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
44232	0	0	0	1: Male	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
44320	0	0	0	1: Male	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
44412	0	0	0	1: Male	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
44689	0	0	0	1: Male	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
44743	0	0	0	2: Female	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
44746	0	0	0	1: Male	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A

XID	Q0	Q1	Q2
42501	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	Maybe that it's a Sara Lee a hundred percent whole wheat loaf with no preservative.	It doesn't seem like the add other things in it. It just seems as if it was baked and made to a hundred percent whole wheat loaf.
44155	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	its a good quality bread	because its 100% wheat and made by a well known company
44159	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	its nutrional because the information is on there...it is attractive simple and plain	the healthy part is in the nutritional information...the heart is on the package and it shows its healthy..and the package is attractive because the package is opened and i can see the bread.
44232	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	healthy	the calories and the nutrition facts on the side of it
44320	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	its healhty for you	its full of fiber low calories and it has good nutrition
44412	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	That its fresh and ready to eat.	The way its packaged and prepared.
44689	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	healthy and good, its classic whole wheat	the bread looks good just by looking about it, the package says its heart healthy and the picture of the wheat tell me its healthy.
44743	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	that its a healthy choice	it says heart and healthy on the package
44746	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	May be healthier for you. Packaging may be thicker.	Just feels thicker stronger then the normal package. hope it keeps it fresh longer.

XID	QUESTION_SERIES	Q3	Q4
42501	1: 100% WHOLE WHEAT First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
44155	2: GOOD SOURCE OF WHOLE GRAIN First	4: Don't know/ no opinion	4: Don't know/ no opinion
44159	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
44232	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
44320	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
44412	1: 100% WHOLE WHEAT First	4: Don't know/ no opinion	4: Don't know/ no opinion
44689	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
44743	1: 100% WHOLE WHEAT First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	2: This product does NOT contain soy flour
44746	1: 100% WHOLE WHEAT First	4: Don't know/ no opinion	3: There is not enough information to determine whether or not this product contains soy flour

XID	Q5	Q6	Q7
42501	3: There is not enough information to determine whether or not this product contains folic acid		
44155	4: Don't know/ no opinion		
44159	3: There is not enough information to determine whether or not this product contains folic acid		
44232	3: There is not enough information to determine whether or not this product contains folic acid		
44320	3: There is not enough information to determine whether or not this product contains folic acid		
44412	4: Don't know/ no opinion		
44689	1: This product DOES contain folic acid		
44743	1: This product DOES contain folic acid		
44746	2: This product does NOT contain folic acid		

XID	Q8	Q9	Q10
42501			3: Not enough information to tell
44155			4: Don't know/No opinion
44159			2: Would NOT affect the way you use this product
44232			2: Would NOT affect the way you use this product
44320			2: Would NOT affect the way you use this product
44412			4: Don't know/No opinion
44689			4: Don't know/No opinion
44743			2: Would NOT affect the way you use this product
44746			2: Would NOT affect the way you use this product

XID	Q11	Q12	Q13
42501	2: Not influence your decision to purchase this product		
44155	2: Not influence your decision to purchase this product		
44159	2: Not influence your decision to purchase this product		
44232	3: Don't know/No opinion		
44320	2: Not influence your decision to purchase this product		
44412	2: Not influence your decision to purchase this product		
44689	2: Not influence your decision to purchase this product		
44743	1: Influence your decision to purchase this product	2: Neither more nor less likely to purchase this product over similar products	it doesn't make any difference its 100% whole wheat and it only has 70 calories
44746	2: Not influence your decision to purchase this product		

XID	Q14	Q15	Q16
42501	3: There is not enough information to determine whether this product does or does not have whole grain		
44155	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
44159	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
44232	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
44320	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
44412	1: This product HAS whole grain	4: Don't know/ No opinion	
44689	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
44743	1: This product HAS whole grain	4: Don't know/ No opinion	
44746	1: This product HAS whole grain	4: Don't know/ No opinion	

XID	Q17	Q18	Q19
42501			
44155	1: More likely to purchase this product over similar products	I like the wheat taste to it , it has a good taste to it	3: One of many reasons you would purchase this product
44159	2: Neither more nor less likely to purchase this product over similar products	BECAUSE THE PACKAGE ITSELF SAY IT HAS WHOLE GRAIN AND THE LOOK OF THE BREAD INDICATES THAT THERE IS WHOLE GRAIN IN THE BREAD	
44232	2: Neither more nor less likely to purchase this product over similar products	because all bread is kind of the same to me	
44320	3: Less likely to purchase this product over similar products	because if i'm on a diet it would have less fast and cholesterol	
44412			
44689	1: More likely to purchase this product over similar products	because its good for me because I work out	3: One of many reasons you would purchase this product
44743			
44746			

XID	Q20	Duration	Healthy/good for you	Healthier than other	Good/excellent source of whole grain
42501		08:41.0	0		
44155	because I like wheat bread that's 100% whole grain	12:30.0	0		
44159		09:14.0	1		
44232		05:58.0	1		
44320		10:40.0	1		
44412		06:38.0	0		
44689	because it tastes good too	10:22.0	1		
44743		10:53.0	1		
44746		08:55.0	1		

XID	REAL	LOCATION	BRAND_QUOTA	S1_a	S1_b	S1_c	S1_d	S1_e	S1_f
44748	1: REAL	1: Puente Hills Mall, City of Industry	3: Sara Lee Breads	0	0	0	0	0	0
44796	1: REAL	5: Plaza Camino Mall, Carlsbad	3: Sara Lee Breads	0	0	0	0	0	0
44826	1: REAL	11: North County Mall, Escondido	3: Sara Lee Breads	0	0	0	0	0	0
44874	1: REAL	5: Plaza Camino Mall, Carlsbad	3: Sara Lee Breads	0	0	0	0	0	0
44875	1: REAL	7: Antelope Valley, Palmdale	3: Sara Lee Breads	0	0	0	0	0	0
44906	1: REAL	7: Antelope Valley, Palmdale	3: Sara Lee Breads	0	0	0	0	0	0
44919	1: REAL	7: Antelope Valley, Palmdale	3: Sara Lee Breads	0	0	0	0	0	0

XID	S1_g	S2	S3_a	S3_b	S3_c	S3_d	S3_e	S3_f	S4_a	S4_b	S4_c	S4_d	S4_e
44748	1	2: No	1	1	0	1	0	0	1	0	0	1	0
44796	1	2: No	1	0	1	1	0	0	1	1	0	1	1
44826	1	2: No	1	1	0	1	0	0	1	1	0	1	0
44874	1	2: No	0	0	0	1	0	0	1	1	0	1	0
44875	1	2: No	0	0	0	1	0	0	1	0	0	0	0
44906	1	2: No	0	0	0	1	0	0	0	0	0	1	0
44919	1	2: No	1	1	0	1	0	0	1	1	0	1	0

XID	S4_f	S4_g	S4_h	S5	S6	CONDITION
44748	0	0	0	1: Male	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
44796	0	0	0	2: Female	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
44826	0	0	0	1: Male	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
44874	0	0	0	2: Female	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
44875	0	0	0	2: Female	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
44906	0	0	0	2: Female	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
44919	0	0	0	2: Female	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A

XID	Q0	Q1	Q2
44748	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	I just think of wheat bread	because how brown it looks it looks nice and brown and the picture of the wheat
44796	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	That it's healthy.	Because it has whole wheat, 100% whole wheat and only 1gram of fat and only 2 grams of sugars which is excellent for wheat.
44826	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	that this is a 100% whole wheat loaf of bread and is all around good for my health. Like it was back in the day before processed foods came out.	whole wheat sounds healthy and pure.
44874	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	That its healthy. Its 100% grains. I like the brand . It shows alot of information on what you are consuming which shows they are on top of things.	It says all that on the bag.
44875	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	FRESH..PACKAGING LOOKS GOOD..WRAPPED NEATLY	I BUY IT ALL THE TIME
44906	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	I LIKED THE WAY IT SEALED..FINE SEALING...KEEPS THE FRESHNESS IN....IT LETS YOU KNOW THE NUTRITION FACTS IN BOLD PRINTS AND LOOKS LIKE IT IS DOUBLE SEALED	IT IS SELF EXPLANATORY
44919	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	that the bread is 100% whole wheat	THE PACKAGE SAID SO.

XID	QUESTION_SERIES	Q3	Q4
44748	1: 100% WHOLE WHEAT First	2: This product does NOT contain high fructose corn syrup	2: This product does NOT contain soy flour
44796	2: GOOD SOURCE OF WHOLE GRAIN First	2: This product does NOT contain high fructose corn syrup	1: This product DOES contain soy flour
44826	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
44874	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
44875	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
44906	1: 100% WHOLE WHEAT First	2: This product does NOT contain high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
44919	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	4: Don't know/ no opinion

XID	Q5	Q6	Q7
44748	4: Don't know/ no opinion		
44796	2: This product does NOT contain folic acid	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
44826	3: There is not enough information to determine whether or not this product contains folic acid		
44874	3: There is not enough information to determine whether or not this product contains folic acid	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
44875	1: This product DOES contain folic acid	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
44906	3: There is not enough information to determine whether or not this product contains folic acid		
44919	1: This product DOES contain folic acid		

XID	Q8	Q9	Q10
44748			2: Would NOT affect the way you use this product
44796			
44826			2: Would NOT affect the way you use this product
44874			
44875			
44906			2: Would NOT affect the way you use this product
44919			2: Would NOT affect the way you use this product

XID	Q11	Q12	Q13
44748	2: Not influence your decision to purchase this product		
44796			
44826	2: Not influence your decision to purchase this product		
44874			
44875			
44906	1: Influence your decision to purchase this product	2: Neither more nor less likely to purchase this product over similar products	IM NOT REALLY PARTICULAR WITH THE ITEMS THAT ARE IN THE BREAD
44919	2: Not influence your decision to purchase this product		

XID	Q14	Q15	Q16
44748	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
44796	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
44826	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
44874	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
44875	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product
44906	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
44919	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	

XID	Q17	Q18	Q19
44748	1: More likely to purchase this product over similar products	whole grain is more healthy	2: A primary reason you would purchase this product
44796	1: More likely to purchase this product over similar products	Because I try to eat healthy breads or eat no breads at all.	2: A primary reason you would purchase this product
44826	1: More likely to purchase this product over similar products	because it seems like it is the right choice for me. my doctor tells me that my diet needs to reflect that of somebody who takes care of themselves	1: The sole reason you would purchase this product
44874	2: Neither more nor less likely to purchase this product over similar products	It would still be a good product to purchase . Its healthy.	
44875			
44906	2: Neither more nor less likely to purchase this product over similar products	BECAUSE I EAT THIS BREAD AND I KNOW I LIKE IT	
44919			

XID	Q20	Duration	Healthy/good for you	Healthier than other	Good/excellent source of whole grain
44748	because it is healthy	08:04.0	0		
44796	Because that means it has no refined flour.	09:04.0	1		
44826	I honestly forgot the question that was asked because of an outside factor. somebody came into the testing site and messed up the train of thought that was going on but I think it had to do with why would I buy this over other products and it is because I am a healthy individual and I feel like that fits my healthy lifestyle.	20:29.0	1		
44874		19:21.0	1		1
44875		13:43.0	0		
44906		17:59.0	0		
44919		05:47.0	0		

XID	REAL	LOCATION	BRAND_QUOTA	S1_a	S1_b	S1_c	S1_d	S1_e	S1_f
44955	1: REAL	11: North County Mall, Escondido	3: Sara Lee Breads	0	0	0	0	0	0
44965	1: REAL	9: Ontario Mills, Ontario	3: Sara Lee Breads	0	0	0	0	0	0
44991	1: REAL	7: Antelope Valley, Palmdale	3: Sara Lee Breads	0	0	0	0	0	0
45014	1: REAL	7: Antelope Valley, Palmdale	3: Sara Lee Breads	0	0	0	0	0	0
45060	1: REAL	3: Mainplace Mall, Santa Ana	3: Sara Lee Breads	0	0	0	0	0	0
45219	1: REAL	10: Northridge Fashion Center, Northridge	3: Sara Lee Breads	0	0	0	0	0	0
45416	1: REAL	4: Moreno Valley Mall, Moreno Valley	3: Sara Lee Breads	0	0	0	0	0	0
45431	1: REAL	1: Puente Hills Mall, City of Industry	3: Sara Lee Breads	0	0	0	0	0	0

XID	S1_g	S2	S3_a	S3_b	S3_c	S3_d	S3_e	S3_f	S4_a	S4_b	S4_c	S4_d	S4_e
44955	1	2: No	1	1	0	1	0	0	1	1	0	1	0
44965	1	2: No	0	0	0	1	0	0	1	0	0	1	0
44991	1	2: No	1	0	0	1	0	0	1	0	0	1	0
45014	1	2: No	0	0	0	1	0	0	1	0	0	0	0
45060	1	2: No	0	1	0	1	0	0	1	0	0	0	0
45219	1	2: No	0	0	0	1	0	0	1	0	0	0	0
45416	1	2: No	1	1	1	1	0	0	1	0	0	1	0
45431	1	2: No	0	0	0	1	0	0	0	0	0	1	0

XID	S4_f	S4_g	S4_h	S5	S6	CONDITION
44955	0	0	0	2: Female	1: 18 – 34	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
44965	0	0	0	2: Female	3: 55 or older	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
44991	0	0	0	2: Female	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
45014	0	0	0	1: Male	3: 55 or older	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
45060	0	0	0	1: Male	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
45219	0	0	0	2: Female	2: 35 – 54	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B
45416	0	0	0	1: Male	2: 35 – 54	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A
45431	0	0	0	2: Female	1: 18 – 34	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A

XID	Q0	Q1	Q2
44955	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	a healthy bread that I would want to eat so that way I can feel better about myself.	whole wheat and darker brown breads are more healthy for you than regular white breads.the package even says heart healthy so that must mean that its good for you.
44965	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	Well it feels very fake and hard compared to other packaging. It says its whole wheat. It looks really big in the letters.	that's how it looks like.
44991	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	THAT ITS HEALTHY.	IT SAYS 100% WHEAT AND ITS ONLY 70 CALARIES SUGAR IS ONLY 2 GRAMS AND THE SODIUM IS ONLY 100 MILLIGRAMS
45014	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	THAT IT IS A WHOLE WHEAT BREAD THAT LOOKS REALLY FRESH FROM A BRAND THAT I TRUST	THE PACKAGE TELLS ME SO BESIDES ITS A BRAND IM VERY FAMILIAR WITH
45060	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	That its the classic wheat bread from Sara Lee and its heart healthy. it weighs one pound too.	its printed on the package wrap. it says its heart healthy on it.it even has a red heart.
45219	2: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD B	It conveys that it is all whole wheat.	All of the wording on there. Brown letters says whole wheat.
45416	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	that what it contains is less fact and that its nutritious for you	nutrition facts that are on the side of the packaging
45431	1: SARA LEE CLASSIC 100% WHOLE WHEAT BREAD A	that you get your whole grains	because it says it right there on the front 0 trans fat and it has the nutritional value on the side

XID	QUESTION_SERIES	Q3	Q4
44955	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	1: This product DOES contain soy flour
44965	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain soy flour
44991	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	4: Don't know/ no opinion
45014	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	2: This product does NOT contain soy flour
45060	2: GOOD SOURCE OF WHOLE GRAIN First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour
45219	1: 100% WHOLE WHEAT First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	2: This product does NOT contain soy flour
45416	2: GOOD SOURCE OF WHOLE GRAIN First	3: There is not enough information to determine whether or not this product contains high fructose corn syrup	3: There is not enough information to determine whether or not this product contains soy flour
45431	1: 100% WHOLE WHEAT First	1: This product DOES contain high fructose corn syrup	1: This product DOES contain soy flour

XID	Q5	Q6	Q7
44955	3: There is not enough information to determine whether or not this product contains folic acid	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
44965	1: This product DOES contain folic acid		
44991	4: Don't know/ no opinion		
45014	1: This product DOES contain folic acid		
45060	3: There is not enough information to determine whether or not this product contains folic acid	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product
45219	2: This product does NOT contain folic acid		
45416	2: This product does NOT contain folic acid		
45431	2: This product does NOT contain folic acid	2: NOT affect the way you use this product	2: Not influence your decision to purchase this product

XID	Q8	Q9	Q10
44955			
44965			1: Would affect the way you use this product
44991			2: Would NOT affect the way you use this product
45014			4: Don't know/No opinion
45060			
45219			2: Would NOT affect the way you use this product
45416			2: Would NOT affect the way you use this product
45431			

XID	Q11	Q12	Q13
44955			
44965	2: Not influence your decision to purchase this product		
44991	3: Don't know/No opinion		
45014	3: Don't know/No opinion		
45060			
45219	2: Not influence your decision to purchase this product		
45416	2: Not influence your decision to purchase this product		
45431			

XID	Q14	Q15	Q16
44955	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	
44965	2: This product does NOT have whole grain		
44991	1: This product HAS whole grain	2: The package DOES NOT indicate that the product has a specific level of whole grain	
45014	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product
45060	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	3: Don't know/No opinion
45219	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	2: Not influence your decision to purchase this product
45416	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product
45431	1: This product HAS whole grain	1: The package indicates that the product HAS a specific level of whole grain	1: Influence your decision to purchase this product

XID	Q17	Q18	Q19
44955			
44965			
44991			
45014			
45060			
45219			
45416	1: More likely to purchase this product over similar products	because the facts of whole grain in it and the fact that it lets you know about the sugar content of the bread	2: A primary reason you would purchase this product
45431	1: More likely to purchase this product over similar products	im health concious	2: A primary reason you would purchase this product

XID	Q20	Duration	Healthy/good for you	Healthier than other	Good/excellent source of whole grain
44955		10:29.0	1	1	
44965		08:33.0	0		
44991		06:23.0	1		
45014		12:35.0	0		
45060		09:42.0	1		
45219		12:16.0	0		
45416	because of the sodium and the sugar grams in the bread	16:24.0	1		
45431	its a good source of whole grain	08:48.0	0		

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7
10827	1: Real	4: Moreno Valley Mall, Moreno Valley	2: Thomas'	0	0	0	0	0	0	1
10456	1: Real	12: Chula Vista Center, Chula Vista	2: Thomas'	0	0	0	0	0	0	1
10449	1: Real	4: Moreno Valley Mall, Moreno Valley	2: Thomas'	0	0	0	0	0	0	1
10452	1: Real	3: Mainplace Mall, Santa Ana	2: Thomas'	0	0	0	0	0	0	1
10165	1: Real	5: Plaza Camino Mall, Carlsbad	2: Thomas'	0	0	0	0	0	0	1
10819	1: Real	1: Puente Hills Mall, City of Industry	2: Thomas'	0	0	0	0	0	0	1
10798	1: Real	8: Great Mall, Milpitas	2: Thomas'	0	0	0	0	0	0	1
10347	1: Real	5: Plaza Camino Mall, Carlsbad	2: Thomas'	0	0	0	0	0	0	1
10264	1: Real	12: Chula Vista Center, Chula Vista	2: Thomas'	0	0	0	0	0	0	1
10816	1: Real	1: Puente Hills Mall, City of Industry	2: Thomas'	0	0	0	0	0	0	1
10533	1: Real	9: Ontario Mills, Ontario	2: Thomas'	0	0	0	0	0	0	1
10732	1: Real	6: Stonewood Center, Downey	2: Thomas'	0	0	0	0	0	0	1

XID	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4	S4_5	S4_6	S4_7	S4_8
10827	2: No	0	1	1	0	0	1	0	0	0	0	1	0	0
10456	2: No	0	1	1	0	0	0	0	0	0	0	0	1	0
10449	2: No	1	1	0	0	0	0	0	0	1	0	0	1	1
10452	2: No	1	1	0	0	0	1	0	0	0	0	1	0	0
10165	2: No	0	1	1	0	0	1	0	0	0	1	1	1	0
10819	2: No	0	1	1	0	0	1	0	0	1	0	1	1	0
10798	2: No	1	1	0	0	0	0	0	0	0	0	0	1	0
10347	2: No	1	1	1	0	0	1	0	0	0	1	1	1	1
10264	2: No	0	1	1	0	0	1	0	0	0	0	0	0	1
10816	2: No	1	1	1	0	0	1	0	0	0	0	1	0	0
10533	2: No	0	1	0	0	0	0	0	0	0	0	0	1	1
10732	2: No	0	1	1	0	0	1	0	0	0	0	1	0	0

XID	S4_9	S4_10	S5	S6	CONDITION	Q0
10827	0	0	2: Female	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10456	0	0	2: Female	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10449	0	0	2: Female	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10452	0	0	2: Female	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10165	0	0	1: Male	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10819	0	0	1: Male	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10798	0	0	2: Female	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10347	0	0	2: Female	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10264	0	0	1: Male	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10816	0	0	2: Female	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10533	0	0	1: Male	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10732	0	0	2: Female	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B

XID	Q1	Q2	Q3
10827	that its weight watchers 110 calories nothing	its on the packaging	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
10456	good for older people	my grandma loves them	1: This product IS certified by the American Heart Association
10449	its telling me that it has only 110 calories	its on the package in front of me	2: This product is NOT certified by the American Heart Association
10452	that they are made by Thomas and they are Bagel Thins 110 calories	because it is printed right on the package	1: This product IS certified by the American Heart Association
10165	That they are the same bagel that you would have and that they are low calorie and that they are pretty compact. there is no trans fat and that they are healthier for you.	Because the package says so and that they are smaller in size and the package says that they are or weight watchers.	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
10819	it looks very tasty.	the fact that I could put cream cheese on it and use it with anything else that I make.	1: This product IS certified by the American Heart Association
10798	that there only 110 calories and there in weight watchers and that they have a facebook page and that there pretty thin for being a bagle and that there american heart cerfited	its printed on the label	1: This product IS certified by the American Heart Association
10347	It looks delicious. Eating one of these thin bagels less calories. Just a healthier eating habit. I wanna make a hamburger.	because i love bagels. And if their thinner less calories.	4: Don't know/ no opinion
10264	it is a breakfast item and the spread on top of them is very tasted	the package the way it is presented	1: This product IS certified by the American Heart Association
10816	it tells me that it seems healthy.	it states in the packaging.	4: Don't know/ no opinion
10533	they are bagel thins	it says it on the packaging.	1: This product IS certified by the American Heart Association
10732	ITS SMALLER AND FROM WEIGHT WATCHERS.THE COLOR AND I LIKE PALIN I DONT LIKE THE ONE WITH NUTS.	ITS ON THE BAG LIKE ADVERTISEMENT.	1: This product IS certified by the American Heart Association

XID	Q4	Q5	Q6	Q7
10827				
10456	4: Don't know/ no opinion			
10449				
10452	1: This certification IS a paid endorsement	3: Don't know/No opinion		
10165				
10819	4: Don't know/ no opinion			
10798	1: This certification IS a paid endorsement	1: Influence your decision to purchase this product	1: More likely to purchase this product over similar products	because it has more indorced and the product more cermials and put out there better than other brands dont indorce there self
10347				
10264	4: Don't know/ no opinion			
10816				
10533	1: This certification IS a paid endorsement	3: Don't know/No opinion		
10732	1: This certification IS a paid endorsement	1: Influence your decision to purchase this product	1: More likely to purchase this product over similar products	I GUESS CAUSE ITS A BIG COMPANY CAUSE IF THEY ARE SAYING ITS WHEAT IT SHOULD BE GOOD COMING FROM LIKE DOCTORS

XID	Q8	Q9	Q10	Duration	Healthy/good for you	Certified by AHA
10827				0:04:51	0	0
10456	3: Don't know/No opinion			0:09:21	1	0
10449				0:04:45	0	0
10452				0:06:25	0	0
10165				0:09:28	1	0
10819	1: Influence your decision to purchase	1: More likely to purchase this product	it makes me feel	0:03:56	0	0
10798				0:06:58	0	1
10347				0:06:04	1	0
10264	3: Don't know/No opinion			0:05:40	0	0
10816				0:03:41	1	0
10533				0:05:03	0	0
10732				0:07:31	0	0

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7
10472	1: Real	5: Plaza Camino Mall, Carlsbad	2: Thomas'	0	0	0	0	0	0	1
10471	1: Real	4: Moreno Valley Mall, Moreno Valley	2: Thomas'	0	0	0	0	0	0	1
10479	1: Real	3: Mainplace Mall, Santa Ana	2: Thomas'	0	0	0	0	0	0	1
10790	1: Real	8: Great Mall, Milpitas	2: Thomas'	0	0	0	0	0	0	1
10481	1: Real	2: Southland Mall, Hayward	2: Thomas'	0	0	0	0	0	0	1
10806	1: Real	2: Southland Mall, Hayward	2: Thomas'	0	0	0	0	0	0	1
10445	1: Real	1: Puente Hills Mall, City of Industry	2: Thomas'	0	0	0	0	0	0	1
10764	1: Real	8: Great Mall, Milpitas	2: Thomas'	0	0	0	0	0	0	1
10739	1: Real	8: Great Mall, Milpitas	2: Thomas'	0	0	0	0	0	0	1
10444	1: Real	12: Chula Vista Center, Chula Vista	2: Thomas'	0	0	0	0	0	0	1
10425	1: Real	4: Moreno Valley Mall, Moreno Valley	2: Thomas'	0	0	0	0	0	0	1
10780	1: Real	8: Great Mall, Milpitas	2: Thomas'	0	0	0	0	0	0	1
10843	1: Real	7: Antelope Valley, Palmdale	2: Thomas'	0	0	0	0	0	0	1

XID	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4	S4_5	S4_6	S4_7	S4_8
10472	2: No	0	1	0	0	0	1	0	0	0	0	1	1	0
10471	2: No	1	1	0	0	0	1	0	0	0	0	1	0	0
10479	2: No	1	1	0	0	0	1	0	0	0	0	1	0	1
10790	2: No	1	1	0	0	0	0	0	0	0	0	0	1	0
10481	2: No	0	1	0	0	0	0	0	0	0	0	0	1	1
10806	2: No	0	1	0	0	0	0	0	0	0	0	1	1	0
10445	2: No	1	1	1	0	0	1	0	1	1	1	1	1	1
10764	2: No	0	1	1	0	0	0	0	0	0	0	1	0	0
10739	2: No	0	1	0	0	0	0	0	0	0	1	1	1	0
10444	2: No	0	1	1	0	0	1	0	0	0	0	0	1	0
10425	2: No	1	1	1	0	0	0	0	0	0	0	1	1	1
10780	2: No	0	1	1	0	0	1	0	0	0	0	1	0	0
10843	2: No	0	1	1	0	0	1	0	0	0	0	0	0	1

XID	S4_9	S4_10	S5	S6	CONDITION	Q0
10472	0	0	2: Female	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10471	0	0	2: Female	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10479	0	0	2: Female	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10790	0	0	1: Male	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10481	0	0	2: Female	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10806	0	0	2: Female	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10445	0	0	1: Male	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10764	0	0	2: Female	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10739	0	0	2: Female	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10444	0	0	2: Female	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10425	0	0	1: Male	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10780	0	0	2: Female	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10843	0	0	1: Male	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B

XID	Q1	Q2	Q3
10472	I like that this is endorsed by weight watchers and that it is from a brand that i trust . i like that they are making these slimmer bagels for snacking and sandwiches.	just because it is a brand i grew up on and trust and think that it will be good for everyone.	4: Don't know/ no opinion
10471	that its a thin bagel	'im looking at it	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
10479	the bagel thins are made by Thomas and they are plain	the package says it	4: Don't know/ no opinion
10790	thats it healthy and it looks tasty and i didnt see a price to see if it good price and that it said that it low on sour and low carerles and 0 tansfat	the package clearly says that and the nutrition facts	1: This product IS certified by the American Heart Association
10481	It looks very healthy	total fat 1%	4: Don't know/ no opinion
10806	Seems likes its good. you can use ut on anything	you can use this as a babgal and with your egress.	2: This product is NOT certified by the American Heart Association
10445	because I like bagels and its 110 calories and it looks healthy	because that's whats on the package of the product	2: This product is NOT certified by the American Heart Association
10764	bagels that are from weight watchers.	because that it low calorie count and has the weight watchers logo on it.	4: Don't know/ no opinion
10739	that it is light weight and it is a quick meal with low calories	because of all the nutritional facts in the back	4: Don't know/ no opinion
10444	healthy and fresh	healthy because the way the picture is and fresh because the way is packaged.	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
10425	the way the bagel look	it is bright and colorful	1: This product IS certified by the American Heart Association
10780	telling me how much calories it has and that it is healthy. also the partnership with weight watchers	because of the pictures in the front and back	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
10843	They are plain bagels made by Thomas.	It says it on the package.	1: This product IS certified by the American Heart Association

XID	Q4	Q5	Q6	Q7
10472				
10471				
10479				
10790	2: This certification is NOT a paid endorsement			
10481				
10806				
10445				
10764				
10739				
10444				
10425	1: This certification IS a paid endorsement	3: Don't know/No opinion		
10780				
10843	1: This certification IS a paid endorsement	1: Influence your decision to purchase this product	2: Neither more nor less likely to purchase this product over similar products	I just dont really care. I like it for its taste not because its healthy.

XID	Q8	Q9	Q10	Duration	Healthy/good for you	Certified by AHA
10472				0:33:41	0	0
10471				0:04:04	0	0
10479				0:03:26	0	0
10790	2: Not influence your decision to purchase this product			0:06:10	1	0
10481				0:04:54	1	0
10806				0:07:39	0	0
10445				0:06:10	1	0
10764				0:03:50	0	0
10739				0:06:21	1	0
10444				0:03:44	1	0
10425				0:07:38	0	0
10780				0:02:40	1	0
10843				0:07:50	0	0

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7
10876	1: Real	7: Antelope Valley, Palmdale	2: Thomas'	0	0	0	0	0	0	1
10222	1: Real	5: Plaza Camino Mall, Carlsbad	2: Thomas'	0	0	0	0	0	0	1
10744	1: Real	6: Stonewood Center, Downey	2: Thomas'	0	0	0	0	0	0	1
10811	1: Real	6: Stonewood Center, Downey	2: Thomas'	0	0	0	0	0	0	1
10353	1: Real	12: Chula Vista Center, Chula Vista	2: Thomas'	0	0	0	0	0	0	1
10502	1: Real	1: Puente Hills Mall, City of Industry	2: Thomas'	0	0	0	0	0	0	1
10448	1: Real	12: Chula Vista Center, Chula Vista	2: Thomas'	0	0	0	0	0	0	1
10080	1: Real	5: Plaza Camino Mall, Carlsbad	2: Thomas'	0	0	0	0	0	0	1
10446	1: Real	5: Plaza Camino Mall, Carlsbad	2: Thomas'	0	0	0	0	0	0	1
10818	1: Real	1: Puente Hills Mall, City of Industry	2: Thomas'	0	0	0	0	0	0	1

XID	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4	S4_5	S4_6	S4_7	S4_8
10876	2: No	0	1	1	0	0	1	0	0	0	0	0	1	0
10222	2: No	1	1	1	0	0	1	0	0	0	0	1	0	0
10744	2: No	1	1	1	0	0	1	0	0	0	0	1	0	0
10811	2: No	1	1	1	0	0	0	0	0	0	0	1	0	0
10353	2: No	0	1	1	0	0	1	0	0	0	0	0	0	1
10502	2: No	1	1	0	0	0	0	0	0	0	0	0	1	0
10448	2: No	0	1	1	0	0	1	0	0	0	0	0	1	1
10080	2: No	1	1	1	0	0	1	0	0	0	0	1	0	0
10446	2: No	1	1	0	0	0	1	0	0	0	0	1	0	0
10818	2: No	1	1	0	0	0	0	0	0	0	0	1	1	0

XID	S4_9	S4_10	S5	S6	CONDITION	Q0
10876	0	0	2: Female	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10222	0	0	1: Male	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10744	0	0	2: Female	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10811	0	0	2: Female	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10353	0	0	2: Female	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10502	0	0	1: Male	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10448	0	0	1: Male	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10080	0	0	2: Female	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10446	0	0	1: Male	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10818	0	0	2: Female	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B

XID	Q1	Q2	Q3
10876	That its healthier cjoyce and low calorie.	The weight watchers logo and the 110 calories logo.	1: This product IS certified by the American Heart Association
10222	Um Healthy morning snack on the go nutritious and that is about it.	seeing the weight watchers symbol and the 110 calories on the side and the size of the bagel. no nothing	1: This product IS certified by the American Heart Association
10744	THAT ITS LESS CALORIES THAN A REGULAR BAGEL AND I LIKE THE CONVINIENCE CAUSE THEY ARE SLICED.	ITS CONVINIENT FOR ME THAT I DONT HAVE TO SLICE THEM	1: This product IS certified by the American Heart Association
10811	the fact that it has 110 calories	because i want to know how many calories im taking in	1: This product IS certified by the American Heart Association
10353	healthy for you	how it says weight watches endosed and how they are thin	4: Don't know/ no opinion
10502	healthy eating weight watchers	the fact that it states the low calorie disclosure	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
10448	they are bagel, they look good. they give me varieties of different ways I can make them.	the colors. is giving it a good advertising by using bright colors.	1: This product IS certified by the American Heart Association
10080	that it has 110 calories. that its plain and that they are the bagel thins.	I have tried these and like them	1: This product IS certified by the American Heart Association
10446	For people whom are more focused on the nutrition and for people that are looking out for there calories and it is different from there english muffin product. and that it is a product of the weight watchers diet.	I would deffenently buy this because it is thinner and is high in fibber	1: This product IS certified by the American Heart Association
10818	like a good source of breakfast and it is healthy for you	just by looking at the bag and the prints on it and it show you details about it	1: This product IS certified by the American Heart Association

XID	Q4	Q5	Q6	Q7
10876	3: There is not enough information to determine whether or not this is a paid endorsement			
10222	1: This certification IS a paid endorsement	3: Don't know/No opinion		
10744	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		
10811	3: There is not enough information to determine whether or not this is a paid endorsement			
10353				
10502				
10448	4: Don't know/ no opinion			
10080	4: Don't know/ no opinion			
10446	1: This certification IS a paid endorsement	3: Don't know/No opinion		
10818	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		

XID	Q8	Q9	Q10	Duration	Healthy/good for you	Certified by AHA
10876	2: Not influence your decision to purchase this product			0:06:18	1	0
10222				0:08:23	1	0
10744				0:06:45	0	0
10811	3: Don't know/No opinion			0:05:26	0	0
10353				0:04:43	1	0
10502				0:04:57	0	0
10448	3: Don't know/No opinion			0:06:58	0	0
10080	1: Influence your decision to purchase this product	1: More likely to purchase this product	I am just not sure	0:06:15	0	0
10446				0:05:25	1	0
10818				0:16:00	1	0

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7
10837	1: Real	4: Moreno Valley Mall, Moreno Valley	2: Thomas'	0	0	0	0	0	0	1
10139	1: Real	12: Chula Vista Center, Chula Vista	2: Thomas'	0	0	0	0	0	0	1
10453	1: Real	12: Chula Vista Center, Chula Vista	2: Thomas'	0	0	0	0	0	0	1
10762	1: Real	8: Great Mall, Milpitas	2: Thomas'	0	0	0	0	0	0	1
10796	1: Real	8: Great Mall, Milpitas	2: Thomas'	0	0	0	0	0	0	1
10839	1: Real	1: Puente Hills Mall, City of Industry	2: Thomas'	0	0	0	0	0	0	1
10450	1: Real	5: Plaza Camino Mall, Carlsbad	2: Thomas'	0	0	0	0	0	0	1
10788	1: Real	5: Plaza Camino Mall, Carlsbad	2: Thomas'	0	0	0	0	0	0	1
10326	1: Real	2: Southland Mall, Hayward	2: Thomas'	0	0	0	0	0	0	1
10320	1: Real	12: Chula Vista Center, Chula Vista	2: Thomas'	0	0	0	0	0	0	1
10276	1: Real	12: Chula Vista Center, Chula Vista	2: Thomas'	0	0	0	0	0	0	1
10386	1: Real	2: Southland Mall, Hayward	2: Thomas'	0	0	0	0	0	0	1
10781	1: Real	4: Moreno Valley Mall, Moreno Valley	2: Thomas'	0	0	0	0	0	0	1

Thomas Data.xlsx

XID	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4	S4_5	S4_6	S4_7	S4_8
10837	2: No	0	1	1	0	0	1	0	0	0	0	1	0	0
10139	2: No	0	1	0	0	0	1	0	0	0	0	0	0	1
10453	2: No	0	1	0	0	0	1	0	0	0	0	0	1	0
10762	2: No	1	1	1	0	0	1	0	1	1	1	0	1	1
10796	2: No	0	1	0	0	0	0	0	1	0	0	1	1	1
10839	2: No	0	1	0	0	0	0	0	0	0	0	0	1	0
10450	2: No	1	1	0	0	0	1	0	0	0	0	1	0	0
10788	2: No	0	1	1	0	0	1	0	0	0	0	1	0	0
10326	2: No	1	1	1	0	0	0	0	0	0	0	1	1	1
10320	2: No	0	1	1	0	0	1	0	0	0	0	0	0	1
10276	2: No	0	1	1	0	0	1	0	0	0	1	1	0	0
10386	2: No	1	1	1	0	0	1	0	0	0	0	0	0	1
10781	2: No	1	1	1	0	0	0	0	0	0	0	1	0	1

XID	S4_9	S4_10	S5	S6	CONDITION	Q0
10837	0	0	1: Male	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10139	0	0	1: Male	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10453	0	0	1: Male	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10762	0	0	2: Female	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10796	0	0	1: Male	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10839	0	0	1: Male	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10450	0	0	2: Female	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10788	0	0	2: Female	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10326	0	0	2: Female	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10320	0	0	2: Female	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10276	0	0	2: Female	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10386	0	0	2: Female	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10781	0	0	2: Female	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A

XID	Q1	Q2	Q3
10837	that its healthy makes me think that im eating a healthy breakfast o grams of trans fat its certified by the American heart association	they advertise on the packaging in bold letters nothing	1: This product IS certified by the American Heart Association
10139	IT MAKES ME WANT TO EAT THESE	THE PICTURE WITH THE CREAM CHEESE	1: This product IS certified by the American Heart Association
10453	it looks very healthy based on the calories.	because it only comes with 110 calories.	1: This product IS certified by the American Heart Association
10762	it looks delicious and healthy bread. the packaging tells me its good it looks high quality product inside.	because of the look	4: Don't know/ no opinion
10796	the picture the strawberries looks better. this looks good	because i tried it before and looks good	1: This product IS certified by the American Heart Association
10839	it doesn't look good	they are kind of hard	1: This product IS certified by the American Heart Association
10450	That it is for someone who is trying to watch their weight or calorie intake. healthier alternative to other bagels. the name, bagel thins, makes it seem like it helps you be slim, like its healthier.	the name and it says its endorsed by wieght watchers, easy to see how many calories, and the name bagel thins seems healthier. its says a total fat of only 1 gram .	1: This product IS certified by the American Heart Association
10788	that it is low calorie. And pre sliced. endorsed by wieght watchers. plain flavor.	those are all the words that stood out on the label for me.	1: This product IS certified by the American Heart Association
10326	It looks plan, and not to much sodium	i watch your high blood prusure	2: This product is NOT certified by the American Heart Association
10320	that they are thin bagels. and they don't look appetizing on this packaging.	I never thought bagels shouldn't come on a package like this. they should come in a box.	2: This product is NOT certified by the American Heart Association
10276	THEY LOOK HEALTHY AND IS VERY INFORMATIVE BECAUSE IT HAS THE NUMBER OF CALORIES.	just by looking at the packaging and the calories in the front.	4: Don't know/ no opinion
10386	Low calories	110 calories	1: This product IS certified by the American Heart Association
10781	less dough	easy to use	4: Don't know/ no opinion

XID	Q4	Q5	Q6	Q7
10837	4: Don't know/ no opinion			
10139	4: Don't know/ no opinion			
10453	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		
10762				
10796	2: This certification is NOT a paid endorsement			
10839	4: Don't know/ no opinion			
10450	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		
10788	4: Don't know/ no opinion			
10326				
10320				
10276				
10386	1: This certification IS a paid endorsement	1: Influence your decision to purchase this product	3: Less likely to purchase this product over similar products	Because their saying that not on there own did they come that this a good product for your heart
10781				

XID	Q8	Q9	Q10	Duration	Healthy/good for you	Certified by AHA
10837	1: Influence your decision to purchase this product	3: Less likely to purchase this product if its approved		0:08:05	0	1
10139	3: Don't know/No opinion			0:10:47	0	0
10453				0:07:49	1	0
10762				0:05:38	1	0
10796	3: Don't know/No opinion			0:04:51	0	0
10839	2: Not influence your decision to purchase this product			0:04:19	0	0
10450				0:05:53	1	0
10788	1: Influence your decision to purchase this product	3: Less likely to purchase this product they shouldn't		0:09:00	0	0
10326				0:07:04	0	0
10320				0:06:18	0	0
10276				0:05:34	0	0
10386				0:08:24	0	0
10781				0:05:57	0	0

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7
10854	1: Real	6: Stonewood Center, Downey	2: Thomas'	0	0	0	0	0	0	1
10773	1: Real	8: Great Mall, Milpitas	2: Thomas'	0	0	0	0	0	0	1
10791	1: Real	4: Moreno Valley Mall, Moreno Valley	2: Thomas'	0	0	0	0	0	0	1
10466	1: Real	5: Plaza Camino Mall, Carlsbad	2: Thomas'	0	0	0	0	0	0	1
10442	1: Real	3: Mainplace Mall, Santa Ana	2: Thomas'	0	0	0	0	0	0	1
10851	1: Real	6: Stonewood Center, Downey	2: Thomas'	0	0	0	0	0	0	1
10473	1: Real	5: Plaza Camino Mall, Carlsbad	2: Thomas'	0	0	0	0	0	0	1
10418	1: Real	12: Chula Vista Center, Chula Vista	2: Thomas'	0	0	0	0	0	0	1
10435	1: Real	4: Moreno Valley Mall, Moreno Valley	2: Thomas'	0	0	0	0	0	0	1
10730	1: Real	8: Great Mall, Milpitas	2: Thomas'	0	0	0	0	0	0	1

XID	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4	S4_5	S4_6	S4_7	S4_8
10854	2: No	0	1	1	0	0	0	0	0	0	0	1	1	0
10773	2: No	1	1	1	0	0	0	0	0	0	0	1	1	1
10791	2: No	0	1	0	0	0	0	0	0	0	0	1	0	0
10466	2: No	1	1	0	0	0	1	0	0	0	0	1	1	0
10442	2: No	0	1	1	0	0	1	0	0	0	0	1	0	1
10851	2: No	0	1	1	0	0	1	0	0	0	0	1	0	0
10473	2: No	1	1	0	0	0	1	0	0	0	0	1	1	1
10418	2: No	0	1	0	0	0	0	0	0	0	0	0	0	1
10435	2: No	1	1	0	0	0	0	0	0	0	0	1	1	1
10730	2: No	0	1	0	0	0	1	0	0	0	0	1	1	0

XID	S4_9	S4_10	S5	S6	CONDITION	Q0
10854	0	0	1: Male	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10773	0	0	2: Female	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10791	0	0	2: Female	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10466	0	0	1: Male	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10442	0	0	2: Female	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10851	0	0	1: Male	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10473	0	0	1: Male	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10418	0	0	1: Male	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10435	0	0	1: Male	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10730	0	0	2: Female	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B

XID	Q1	Q2	Q3
10854	BAGEL IS THINNER SO ITS HEALTHIER	IT SAYS WEIGHT WATCHERS AND THE NAME	4: Don't know/ no opinion
10773	Basically that it's healthy for you and it has less caloriies	The fact that it's weight watchers and I look for products like this that are good for your health	1: This product IS certified by the American Heart Association
10791	it looks delicious	the package looks good	1: This product IS certified by the American Heart Association
10466	I like that they are from a brand that i trust. That they are heart healthy and that they are part of the weight watchers program.	I read this on the package and it tells me that this is a paid dedorsment.	1: This product IS certified by the American Heart Association
10442	It conveys that the product has 110 calories per serving. Its a weight watchers product. That there plain bagels. That's it	It said it on the packaging. You could even see the labeling for weight watchers.	1: This product IS certified by the American Heart Association
10851	that it is part of a healthy breakfast.	the fruits on the side .	1: This product IS certified by the American Heart Association
10473	I think that this is a bagel that is pretty healthy and heart wise for the whole family and that this will also help you lose the unwanted puonds. the package says it is part of the weight loss program. less trans fat .	I read the package and it told me so. no nothing	1: This product IS certified by the American Heart Association
10418	that they are thin	because they are called begal thins	4: Don't know/ no opinion
10435	good taste and not heavy because it wont make you as full less heavy feeling also lese calories too	it doesn't come with as much sugar as the other ones	1: This product IS certified by the American Heart Association
10730	low calories, low fat, and good for a diet	because i saw the weight watchers thing and i read the calorie count	4: Don't know/ no opinion

XID	Q4	Q5	Q6	Q7
10854				
10773	3: There is not enough information to determine whether or not this is a paid endorsement			
10791	3: There is not enough information to determine whether or not this is a paid endorsement			
10466	2: This certification is NOT a paid endorsement			
10442	3: There is not enough information to determine whether or not this is a paid endorsement			
10851	3: There is not enough information to determine whether or not this is a paid endorsement			
10473	1: This certification IS a paid endorsement	1: Influence your decision to purchase this product	1: More likely to purchase this product over similar products	It make no difference to me wetheer it is endorsed or not. just as long as it tastes good.
10418				
10435	1: This certification IS a paid endorsement	3: Don't know/No opinion		
10730				

XID	Q8	Q9	Q10	Duration	Healthy/good for you	Certified by AHA
10854				0:17:39	1	0
10773	2: Not influence your decision to purchase this product			0:06:20	1	0
10791	3: Don't know/No opinion			0:06:29	0	0
10466	3: Don't know/No opinion			0:04:44	0	1
10442	2: Not influence your decision to purchase this product			0:08:34	0	0
10851	3: Don't know/No opinion			0:07:25	1	0
10473				0:05:04	1	1
10418				0:04:16	0	0
10435				0:07:48	0	0
10730				0:04:01	0	0

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7
10869	1: Real	2: Southland Mall, Hayward	2: Thomas'	0	0	0	0	0	0	1
10842	1: Real	12: Chula Vista Center, Chula Vista	2: Thomas'	0	0	0	0	0	0	1
10754	1: Real	5: Plaza Camino Mall, Carlsbad	2: Thomas'	0	0	0	0	0	0	1
10677	1: Real	12: Chula Vista Center, Chula Vista	2: Thomas'	0	0	0	0	0	0	1
10814	1: Real	12: Chula Vista Center, Chula Vista	2: Thomas'	0	0	0	0	0	0	1
10793	1: Real	12: Chula Vista Center, Chula Vista	2: Thomas'	0	0	0	0	0	0	1
10769	1: Real	1: Puente Hills Mall, City of Industry	2: Thomas'	0	0	0	0	0	0	1
10747	1: Real	12: Chula Vista Center, Chula Vista	2: Thomas'	0	0	0	0	0	0	1
10470	1: Real	4: Moreno Valley Mall, Moreno Valley	2: Thomas'	0	0	0	0	0	0	1
10342	1: Real	12: Chula Vista Center, Chula Vista	2: Thomas'	0	0	0	0	0	0	1
10795	1: Real	1: Puente Hills Mall, City of Industry	2: Thomas'	0	0	0	0	0	0	1

XID	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4	S4_5	S4_6	S4_7	S4_8
10869	2: No	1	1	1	0	0	1	0	0	0	0	1	0	0
10842	2: No	1	1	0	0	0	1	0	0	0	1	1	0	0
10754	2: No	1	1	0	0	0	1	0	0	0	0	1	1	1
10677	2: No	0	1	1	0	0	1	0	0	0	0	1	1	1
10814	2: No	1	1	1	0	0	1	0	0	1	0	1	1	1
10793	2: No	0	1	1	0	0	1	0	0	0	0	0	1	1
10769	2: No	1	1	1	0	0	1	0	0	0	0	0	0	1
10747	2: No	1	1	0	0	0	1	0	0	0	1	1	1	0
10470	2: No	0	1	0	0	0	1	0	0	0	0	1	0	0
10342	2: No	0	1	1	0	0	1	0	0	0	0	1	0	0
10795	2: No	1	1	0	0	0	0	0	0	0	0	1	0	0

XID	S4_9	S4_10	S5	S6	CONDITION	Q0
10869	0	0	1: Male	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10842	0	0	1: Male	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10754	0	0	1: Male	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10677	0	0	2: Female	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10814	0	0	1: Male	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10793	0	0	2: Female	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10769	0	0	2: Female	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10747	0	0	1: Male	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10470	0	0	2: Female	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
10342	0	0	2: Female	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10795	0	0	2: Female	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B

XID	Q1	Q2	Q3
10869	ITS THE MOST HEALTHIEST BAGEL EVER MADE.	IT IS FOUR GRAMS OF FIBER. NO HIGH FRUCTOSE CORN SYRUO AND NO CHOLESTEROL	1: This product IS certified by the American Heart Association
10842	THEY ARE GOOD FOR ME IF IM TRYING TO LOSE WEIGHT	BECAUSE THEY ONLY HAVE 110 CALORIES	1: This product IS certified by the American Heart Association
10754	It is saying that it is low in cloesterol and hig in fiber. 110 calories and is also a part of the weight watchers diet point plan.	Becuae I just read all this on the package and that is something that i look for on all the packages.	1: This product IS certified by the American Heart Association
10677	its endorsed by weight watchers, that theres 8 pieces of thin bagels	because it says so on the package	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
10814	HEALTHY, BAGELS, GOOD FOR YOU. PLAIN AND TASTY.	BECAUSE WATCHING THE PRODUCT AND THE BRAND NAME MAKES ME SAY ITS A GOOD PRODUCT AND THAT TASTE GOOD.	4: Don't know/ no opinion
10793	Endorsed by Weight Watchers and only 110 calories, so it is goof for you.	because weight watchers is well known for diets and eating right	1: This product IS certified by the American Heart Association
10769	healthy and tasty at the same time. Thinner than before.	that is what I noticed on the package.	4: Don't know/ no opinion
10747	plain bagels thin, it has only 100calories and looks good.	because I read the information in the package.	1: This product IS certified by the American Heart Association
10470	looks like a delisious wholesome snack weight watchers 110 calories nothing	the advertisement on the packaging	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
10342	it looks like is for weight watchers, if you want to lose weight. they are pre sliced already. and they come plain with 110 calories.	is very clear on the package.	1: This product IS certified by the American Heart Association
10795	they are bagel thins from Thomas	it says so on the bag	1: This product IS certified by the American Heart Association

XID	Q4	Q5	Q6	Q7
10869	1: This certification IS a paid endorsement	3: Don't know/No opinion		
10842	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		
10754	3: There is not enough information to determine whether or not this is a paid endorsement			
10677				
10814				
10793	3: There is not enough information to determine whether or not this is a paid endorsement			
10769				
10747	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		
10470				
10342	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		
10795	2: This certification is NOT a paid endorsement			

XID	Q8	Q9	Q10	Duration	Healthy/good for you	Certified by AHA
10869				0:05:39	1	0
10842				0:06:06	0	0
10754	2: Not influence your decision to purchase this product			0:07:59	0	0
10677				0:10:57	0	0
10814				0:04:03	1	0
10793	2: Not influence your decision to purchase this product			0:05:59	1	0
10769				0:06:04	1	0
10747				0:08:11	0	0
10470				0:05:12	0	0
10342				0:06:13	0	0
10795	2: Not influence your decision to purchase this product			0:08:04	0	0

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7
10838	1: Real	4: Moreno Valley Mall, Moreno Valley	2: Thomas'	0	0	0	0	0	0	1
10662	1: Real	8: Great Mall, Milpitas	2: Thomas'	0	0	0	0	0	0	1
10850	1: Real	4: Moreno Valley Mall, Moreno Valley	2: Thomas'	0	0	0	0	0	0	1
11117	1: Real	2: Southland Mall, Hayward	2: Thomas'	0	0	0	0	0	0	1
11121	1: Real	5: Plaza Camino Mall, Carlsbad	2: Thomas'	0	0	0	0	0	0	1
11185	1: Real	7: Antelope Valley, Palmdale	2: Thomas'	0	0	0	0	0	0	1
11229	1: Real	2: Southland Mall, Hayward	2: Thomas'	0	0	0	0	0	0	1
11271	1: Real	2: Southland Mall, Hayward	2: Thomas'	0	0	0	0	0	0	1
11553	1: Real	7: Antelope Valley, Palmdale	2: Thomas'	0	0	0	0	0	0	1
11565	1: Real	7: Antelope Valley, Palmdale	2: Thomas'	0	0	0	0	0	0	1

XID	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4	S4_5	S4_6	S4_7	S4_8
10838	2: No	1	1	1	0	0	1	0	0	0	0	1	0	0
10662	2: No	1	1	1	0	0	1	0	0	0	0	1	1	0
10850	2: No	0	1	1	0	0	1	0	0	0	0	1	0	0
11117	2: No	1	1	1	0	0	1	0	0	0	1	1	1	0
11121	2: No	1	1	1	0	0	0	0	0	0	1	1	0	0
11185	2: No	1	1	1	0	0	0	0	0	0	0	1	0	0
11229	2: No	1	1	1	0	0	0	0	0	0	0	1	0	0
11271	2: No	1	1	1	0	0	1	0	0	0	0	1	0	1
11553	2: No	1	1	0	0	0	0	0	0	0	0	1	1	0
11565	2: No	1	1	1	0	0	1	0	0	0	0	0	1	0

XID	S4_9	S4_10	S5	S6	CONDITION	Q0
10838	0	0	2: Female	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10662	0	0	2: Female	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
10850	0	0	2: Female	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
11117	0	0	1: Male	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
11121	0	0	2: Female	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
11185	0	0	1: Male	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
11229	0	0	1: Male	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
11271	0	0	1: Male	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
11553	0	0	2: Female	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
11565	0	0	1: Male	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A

XID	Q1	Q2	Q3
10838	it tells me its a 3 points from weight watchers I like the fact that its a clear package so I can see the bread	the points are stated on the package	4: Don't know/ no opinion
10662	low calorie, thin bagels are healthier and for the girls who are trying to lose weight its also good	weight watches endorsed logo on the top and the low calorie count is in different colors so it stands out	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
10850	its 110 calories approved by weight watchers nothing	its displayed all over the packaging	1: This product IS certified by the American Heart Association
11117	thin beagles, looks pretty good	its thinner than the original ones looks faster and asier to make in the morning	1: This product IS certified by the American Heart Association
11121	3 points for weight watchers. 110 calories, that is good for a bagel. Flavor is easy to read too.	that is what stands out on the packaged.	1: This product IS certified by the American Heart Association
11185	ITS A PRODUCT THAT I CONSUME	IT A PRODUCT THAT IS READY TO BE USED IN THE TOASTER BECAUSE IT SLIM AND WILL FIT	1: This product IS certified by the American Heart Association
11229	looks good looks delicious	because ive eaten it befor my last name is thomas	1: This product IS certified by the American Heart Association
11271	that its a healthy food	because it has the beagle mixed in with the fruit and it has the cream chese	1: This product IS certified by the American Heart Association
11553	THE MESSAGE IS THAT IT IS LOW CALORIE. THAT THEY ARE THIN. I LIKE THAT. THE PACKAGE IS NICE AND LOVE THAT IT SAYS BAGEL THINS. THE COLOR ON THE PACKAGE AND THE PICTURE IS ATTRACTIVE.	IT CATCHES MY ATTENTION AND THE CALORIES ARE 110. ITS A GOOD THING ITS IN THE FRONT AND NOT IN THE BACK	1: This product IS certified by the American Heart Association
11565	THIS LOOKS LIKE IT IS MADE FOR BREAD EATERS ON DIETS.	THE WEIGHTWATCHERS LOGO AND THE COLORIE COUNT.	1: This product IS certified by the American Heart Association

XID	Q4	Q5	Q6	Q7
10838				
10662				
10850	3: There is not enough information to determine whether or not this is a paid endorsement			
11117	1: This certification IS a paid endorsement	1: Influence your decision to purchase this product	3: Less likely to purchase this product over similar products	just beacouse i think its like fake advertisement that they had tp pay them to say that
11121	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		
11185	2: This certification is NOT a paid endorsement			
11229	3: There is not enough information to determine whether or not this is a paid endorsement			
11271	1: This certification IS a paid endorsement	1: Influence your decision to purchase this product	1: More likely to purchase this product over similar products	because since its endorced it makes me want to buy it because people are spending money to sell it
11553	2: This certification is NOT a paid endorsement			
11565	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		

XID	Q8	Q9	Q10	Duration	Healthy/good for you	Certified by AHA
10838				0:04:38	0	0
10662				0:07:22	1	0
10850	1: Influence your decision to purchase this product	1: More likely to purchase this product if it helps me keep my weight		0:05:01	0	0
11117				0:10:07	0	0
11121				0:04:05	0	0
11185	2: Not influence your decision to purchase this product			0:07:49	0	0
11229	1: Influence your decision to purchase this product	1: More likely to purchase this product if they are doctors		0:10:17	0	0
11271				0:14:02	1	0
11553	1: Influence your decision to purchase this product	1: More likely to purchase this product EVEN IF IT DIDN'T		0:12:51	0	0
11565				0:06:12	0	0

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7
11581	1: Real	7: Antelope Valley, Palmdale	2: Thomas'	0	0	0	0	0	0	1
11584	1: Real	1: Puente Hills Mall, City of Industry	2: Thomas'	0	0	0	0	0	0	1
11643	1: Real	3: Mainplace Mall, Santa Ana	2: Thomas'	0	0	0	0	0	0	1
11656	1: Real	1: Puente Hills Mall, City of Industry	2: Thomas'	0	0	0	0	0	0	1
11663	1: Real	3: Mainplace Mall, Santa Ana	2: Thomas'	0	0	0	0	0	0	1
11671	1: Real	11: North County Mall, Escondido	2: Thomas'	0	0	0	0	0	0	1
11673	1: Real	11: North County Mall, Escondido	2: Thomas'	0	0	0	0	0	0	1
11685	1: Real	11: North County Mall, Escondido	2: Thomas'	0	0	0	0	0	0	1
11689	1: Real	3: Mainplace Mall, Santa Ana	2: Thomas'	0	0	0	0	0	0	1
11692	1: Real	1: Puente Hills Mall, City of Industry	2: Thomas'	0	0	0	0	0	0	1

XID	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4	S4_5	S4_6	S4_7	S4_8
11581	2: No	1	1	1	0	0	1	0	0	0	0	1	0	0
11584	2: No	1	1	1	0	0	1	0	1	1	1	1	1	1
11643	2: No	1	1	1	0	0	1	0	0	0	0	1	0	0
11656	2: No	0	1	0	0	0	0	0	0	0	0	1	0	0
11663	2: No	0	1	1	0	0	0	0	0	0	0	1	0	0
11671	2: No	0	1	0	0	0	0	0	0	0	0	0	1	0
11673	2: No	0	1	0	0	0	0	0	0	0	0	1	0	0
11685	2: No	0	1	0	0	0	0	0	0	0	0	0	0	1
11689	2: No	1	1	1	0	0	1	0	0	0	0	0	1	0
11692	2: No	1	1	0	0	0	1	0	0	1	0	1	1	0

XID	S4_9	S4_10	S5	S6	CONDITION	Q0
11581	0	0	1: Male	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
11584	0	0	2: Female	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
11643	0	0	1: Male	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
11656	0	0	1: Male	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
11663	0	0	1: Male	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
11671	0	0	1: Male	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
11673	0	0	2: Female	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
11685	0	0	2: Female	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
11689	0	0	1: Male	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
11692	0	0	1: Male	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A

XID	Q1	Q2	Q3
11581	I SEE THAT THESE BAGELS WOULD POSSIBLY BE HEALTHIER FOR YOU BECAUSE THERE IS NOT AS MUCH BREAD.	BECAUSE BREAD IS NOT GOOD FOR YOU ITS NOT HEALTHY FOR YOU AND THIS BREAD IS THINNER SO YOUR EATING LESS BREAD.	1: This product IS certified by the American Heart Association
11584	that it is a good product while providing essential nutrients and low calories.	it states that on the package.	4: Don't know/ no opinion
11643	IT CONVEYS TO ME THAT THERE IS 8 SERVINGS.	I SEE 8 BAGELS SO THE FIRST THING I LOOK AT IS TO SEE THAT IT SAYS ITS FOR 8 SERVINGS, AS A CONSUMER THAT IS WHAT I LOOK AT AND THE SECOND THING I LOOK AT IS THE FRESHNESS OF IT, THE EXPIRATION ON THE PACKAGE AND ALSO HOW MEALS OR SERVINGS.	1: This product IS certified by the American Heart Association
11656	that it is a bagel thin with low calories	the calorie content on the bag and that it says bagel thins	4: Don't know/ no opinion
11663	That its healthy for you. Less calories.	Because its thinner. people from weight watchers can use it.	4: Don't know/ no opinion
11671	Wholesomeness. The packaging indicates that there is nothing to hide.	Considering the ingredients it is whole grain and enriched wheat.	1: This product IS certified by the American Heart Association
11673	Less fattening, vitamins, and the carbohydrates iron. there's a picture of breakfast also how many come in a pack	Its on the package	1: This product IS certified by the American Heart Association
11685	That its nutritious that its low calorie that is a number of different ways I can eat it. has many consumption options no high fructose corn syrup.	written all over the package	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
11689	that it is a package of bagel thins and its only 110 calories. it has the weight watchers logo to help you with the points they use on their diet plans.	its printed right on the front of the package.	1: This product IS certified by the American Heart Association
11692	very good quality bread with nutritional value for me to maintain my manly figure.	reading the label and bag around it.	4: Don't know/ no opinion

XID	Q4	Q5	Q6	Q7
11581	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		
11584				
11643	2: This certification is NOT a paid endorsement			
11656				
11663				
11671	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		
11673	3: There is not enough information to determine whether or not this is a paid endorsement			
11685				
11689	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		
11692				

XID	Q8	Q9	Q10	Duration	Healthy/good for you	Certified by AHA
11581				0:07:28	1	0
11584				0:04:58	1	0
11643	2: Not influence your decision to purchase this product			0:09:04	0	0
11656				0:19:42	0	0
11663				0:06:55	1	0
11671				0:06:46	0	0
11673	2: Not influence your decision to purchase this product			0:07:54	0	0
11685				0:05:25	1	0
11689				0:07:20	0	0
11692				0:07:12	1	0

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7
12313	1: Real	3: Mainplace Mall, Santa Ana	2: Thomas'	0	0	0	0	0	0	1
12362	1: Real	2: Southland Mall, Hayward	2: Thomas'	0	0	0	0	0	0	1
12386	1: Real	6: Stonewood Center, Downey	2: Thomas'	0	0	0	0	0	0	1
12441	1: Real	2: Southland Mall, Hayward	2: Thomas'	0	0	0	0	0	0	1
12445	1: Real	3: Mainplace Mall, Santa Ana	2: Thomas'	0	0	0	0	0	0	1
12490	1: Real	2: Southland Mall, Hayward	2: Thomas'	0	0	0	0	0	0	1
12609	1: Real	9: Ontario Mills, Ontario	2: Thomas'	0	0	0	0	0	0	1
12645	1: Real	7: Antelope Valley, Palmdale	2: Thomas'	0	0	0	0	0	0	1
12664	1: Real	10: Northridge Fashion Center, Northridge	2: Thomas'	0	0	0	0	0	0	1
12730	1: Real	1: Puente Hills Mall, City of Industry	2: Thomas'	0	0	0	0	0	0	1
12733	1: Real	4: Moreno Valley Mall, Moreno Valley	2: Thomas'	0	0	0	0	0	0	1
12735	1: Real	4: Moreno Valley Mall, Moreno Valley	2: Thomas'	0	0	0	0	0	0	1

XID	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4	S4_5	S4_6	S4_7	S4_8
12313	2: No	1	1	1	0	0	1	0	0	0	0	1	0	0
12362	2: No	1	1	1	0	0	1	0	1	1	1	1	0	0
12386	2: No	0	1	0	0	0	0	0	0	0	0	1	0	0
12441	2: No	1	1	1	0	0	1	0	0	0	0	1	0	1
12445	2: No	1	1	1	0	0	1	0	0	0	0	1	0	1
12490	2: No	1	1	0	0	0	1	0	1	1	0	0	1	0
12609	2: No	1	1	0	0	0	1	0	0	0	0	0	1	0
12645	2: No	0	1	0	0	0	1	0	0	0	0	1	0	0
12664	2: No	1	1	0	0	0	1	0	0	0	0	1	0	0
12730	2: No	0	1	0	0	0	0	0	0	0	0	1	1	0
12733	2: No	1	1	1	0	0	1	0	0	0	0	1	0	0
12735	2: No	0	1	0	0	0	0	0	0	0	0	1	0	0

XID	S4_9	S4_10	S5	S6	CONDITION	Q0
12313	0	0	2: Female	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
12362	0	0	2: Female	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
12386	0	0	2: Female	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
12441	0	0	2: Female	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
12445	0	0	1: Male	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
12490	0	0	2: Female	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
12609	0	0	2: Female	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
12645	0	0	2: Female	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
12664	0	0	2: Female	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
12730	0	0	1: Male	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
12733	0	0	1: Male	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
12735	0	0	1: Male	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B

XID	Q1	Q2	Q3
12313	diet. diet light food to eat when you're using weight watchers. and its a 110 calories.	because it says weight watchers on the front of it. its visable print that stands out.	2: This product is NOT certified by the American Heart Association
12362	THAT IT'S HEALTHY, THAT IT'S FRESH,, IT'S WEIGHT WATCHERS THAT ITS GOOD FOR PEOPLE WHO ARE ON A DIET. IT'S FOR DIETS. THAT'S IT.	THE LABELING AND THE PRODUCTS PACKAGING.	4: Don't know/ no opinion
12386	that its a good product for everyone	good for everyone	1: This product IS certified by the American Heart Association
12441	SON BAJOS EN CALORIAS	ITS LOW SUGAR	1: This product IS certified by the American Heart Association
12445	bagels that its only 110 calories and its healthy because its part of weight watchers overall very healthy	It has all this info on the package.	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
12490	IT LOOKS GOOD I LIKE THE WAY THEY PACKAGE IT. IT LOOKS FRESH AND DELICIOUS AND I WOULD LIKE TO BUY IT. IT'S NOT DOUBLE LIKE THE OTHER ONES IT LOOKS GOOD. I WOULD LIKE TO TRY IT.	HOW IT LOOKS I LIKE THE COLOR HOW THEY BAKE IT. I THINK IT WOULD BE GOOD FOR BREAKFAST. THE WAY THEY BAKE IT, IT HAS ALOT OF VIATAMINS. IT HAS PROTEIN AND FOLIC ACID AND ALSO CONTAINS CALCIUM AND PROTEIN AND WHEAT FLOUR, I LIKE THAT.	1: This product IS certified by the American Heart Association
12609	that it has low calories	because it says in the picture and it makes you think you arent eating a lot	1: This product IS certified by the American Heart Association
12645	It conveys that these are thin plain bagels with low calories.	It said it right on the packaging.	4: Don't know/ no opinion
12664	Lower fat and better for you. it has a lot of vitamins in it.	ITs endorse by ""weight watchers"" and it is on the nutrition facts. I also recognized most of the ingredients.	1: This product IS certified by the American Heart Association
12730	it is plain bread for plain bagels	just by reading the bag	4: Don't know/ no opinion
12733	ITS TELLING ME TO EAT HEALTHY	BEAUSE ITS ENDORSED BY WEIGHT WATCHERS AND THE HEART ASSOCIATION	1: This product IS certified by the American Heart Association
12735	there healthy because their thin and they say weightwatcher on them	the pictures and the caption	1: This product IS certified by the American Heart Association

XID	Q4	Q5	Q6	Q7
12313				
12362				
12386	4: Don't know/ no opinion			
12441	1: This certification IS a paid endorsement	1: Influence your decision to purchase this product	1: More likely to purchase this product over similar products	IT SAYS SO IN THE BAG
12445				
12490	1: This certification IS a paid endorsement	1: Influence your decision to purchase this product	1: More likely to purchase this product over similar products	BECAUSE I LIKE THE INFORMATION THAT THEY GIVE IN THE BACK OF THE PACKAGE. THE WAY THEY MAKE IT SLIM. I LIKE IT FOR BREAKFAST ESPECIALLY.THAT'S IT.
12609	4: Don't know/ no opinion			
12645				
12664	1: This certification IS a paid endorsement	3: Don't know/No opinion		
12730				
12733	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		
12735	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		

Thomas Data.xlsx

XID	Q8	Q9	Q10	Duration	Healthy/good for you	Certified by AHA
12313				0:05:41	0	0
12362				0:09:38	1	0
12386	3: Don't know/No opinion			0:08:06	0	0
12441				0:04:12	0	0
12445				0:06:12	1	0
12490				0:12:19	0	0
12609	1: Influence your decision to purchase	1: More likely to purchase this product	the signs would	0:06:47	0	0
12645				0:06:42	0	0
12664				0:05:15	1	0
12730				0:05:49	0	0
12733				0:05:59	0	1
12735				0:05:07	1	0

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7
12745	1: Real	3: Mainplace Mall, Santa Ana	2: Thomas'	0	0	0	0	0	0	1
12752	1: Real	4: Moreno Valley Mall, Moreno Valley	2: Thomas'	0	0	0	0	0	0	1
12767	1: Real	4: Moreno Valley Mall, Moreno Valley	2: Thomas'	0	0	0	0	0	0	1
12779	1: Real	4: Moreno Valley Mall, Moreno Valley	2: Thomas'	0	0	0	0	0	0	1
12787	1: Real	4: Moreno Valley Mall, Moreno Valley	2: Thomas'	0	0	0	0	0	0	1
12800	1: Real	4: Moreno Valley Mall, Moreno Valley	2: Thomas'	0	0	0	0	0	0	1
12849	1: Real	1: Puente Hills Mall, City of Industry	2: Thomas'	0	0	0	0	0	0	1
12863	1: Real	9: Ontario Mills, Ontario	2: Thomas'	0	0	0	0	0	0	1
13123	1: Real	2: Southland Mall, Hayward	2: Thomas'	0	0	0	0	0	0	1
13134	1: Real	2: Southland Mall, Hayward	2: Thomas'	0	0	0	0	0	0	1
13178	1: Real	11: North County Mall, Escondido	2: Thomas'	0	0	0	0	0	0	1
13190	1: Real	1: Puente Hills Mall, City of Industry	2: Thomas'	0	0	0	0	0	0	1
13199	1: Real	7: Antelope Valley, Palmdale	2: Thomas'	0	0	0	0	0	0	1
13200	1: Real	10: Northridge Fashion Center, Northridge	2: Thomas'	0	0	0	0	0	0	1

Thomas Data.xlsx

XID	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4	S4_5	S4_6	S4_7	S4_8
12745	2: No	1	1	1	0	0	1	0	0	0	0	1	0	0
12752	2: No	1	1	1	0	0	1	0	0	0	0	0	1	0
12767	2: No	1	1	1	0	0	1	0	0	0	0	1	1	0
12779	2: No	1	1	1	0	0	1	0	0	0	0	1	1	0
12787	2: No	1	1	1	0	0	0	0	0	0	0	0	1	0
12800	2: No	1	1	1	0	0	1	0	0	0	1	1	0	0
12849	2: No	1	1	0	0	0	1	0	0	1	0	1	0	1
12863	2: No	1	1	1	0	0	0	0	0	0	0	1	1	1
13123	2: No	1	1	1	0	0	1	0	0	1	1	1	1	0
13134	2: No	1	1	1	0	0	1	0	0	1	0	1	0	0
13178	2: No	0	1	0	0	0	0	0	0	0	0	0	1	1
13190	2: No	1	1	1	0	0	1	0	1	0	0	1	0	0
13199	2: No	1	1	1	0	0	1	0	0	0	0	0	1	1
13200	2: No	1	1	1	0	0	1	0	0	0	0	0	1	0

XID	S4_9	S4_10	S5	S6	CONDITION	Q0
12745	0	0	2: Female	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
12752	0	0	2: Female	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
12767	0	0	1: Male	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
12779	0	0	1: Male	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
12787	0	0	1: Male	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
12800	0	0	1: Male	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
12849	0	0	1: Male	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
12863	0	0	2: Female	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
13123	0	0	1: Male	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13134	0	0	2: Female	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13178	0	0	1: Male	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13190	0	0	2: Female	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13199	0	0	2: Female	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13200	0	0	1: Male	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B

XID	Q1	Q2	Q3
12745	Low in calories. Weight watchers recommended. You can eat it with cream cheese.	The packaging label itself. The weightwatchers, the calories are in blue. The bagels surrounded with strawberries and cream cheese.	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
12752	low calorie weight watchers endorsed	the 3 points	2: This product is NOT certified by the American Heart Association
12767	only 110 calories which is good	too many carbs isn't good	1: This product IS certified by the American Heart Association
12779	try these bagels	because its says Thomas bagels usually its for muffins	1: This product IS certified by the American Heart Association
12787	it looks good	it just look like it tastes good	2: This product is NOT certified by the American Heart Association
12800	that its a good bread product its a well known brand name	Thomas has been around for a while	1: This product IS certified by the American Heart Association
12849	very good ingredients used in the making of this bread or bagel thins.	reading the wrapper or plastic around the product.	4: Don't know/ no opinion
12863	that it's plain. it has no life to it. thats it	it doesn't have enough color.	4: Don't know/ no opinion
13123	they are thin	they are thin slices	1: This product IS certified by the American Heart Association
13134	ITS LOW CALORIE	IT SAYS 110 CALORIES	1: This product IS certified by the American Heart Association
13178	Healthier bagels	just how theyre thinner it says its less calories	1: This product IS certified by the American Heart Association
13190	bagel thins	because of the picture it also says weight watchers and 110 calories	1: This product IS certified by the American Heart Association
13199	it is low in calories,nutritional,and weight watchers endorsed.	the packaging has the wording.	1: This product IS certified by the American Heart Association
13200	I feel it is lighter and more healthier alternative to regular bleached white bread. This one has 110 calories that would make me want to buy it more.	The fact that I myself like to eat more organic or close to organic products.	4: Don't know/ no opinion

XID	Q4	Q5	Q6	Q7
12745				
12752				
12767	4: Don't know/ no opinion			
12779	2: This certification is NOT a paid endorsement			
12787				
12800	3: There is not enough information to determine whether or not this is a paid endorsement			
12849				
12863				
13123	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		
13134	1: This certification IS a paid endorsement	3: Don't know/No opinion		
13178	2: This certification is NOT a paid endorsement			
13190	1: This certification IS a paid endorsement	1: Influence your decision to purchase this product	1: More likely to purchase this product over similar products	Thomas bagels
13199	2: This certification is NOT a paid endorsement			
13200				

XID	Q8	Q9	Q10	Duration	Healthy/good for you	Certified by AHA
12745				0:04:58	0	0
12752				0:05:22	0	0
12767	3: Don't know/No opinion			0:07:05	0	0
12779	2: Not influence your decision to purchase this product			0:05:24	0	0
12787				0:02:57	0	0
12800	2: Not influence your decision to purchase this product			0:09:23	0	0
12849				0:10:27	0	0
12863				0:04:59	0	0
13123				0:04:34	0	0
13134				0:04:20	0	0
13178	2: Not influence your decision to purchase this product			0:05:59	1	0
13190				0:06:34	0	0
13199	2: Not influence your decision to purchase this product			0:04:44	1	0
13200				0:06:24	1	0

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7
13213	1: Real	10: Northridge Fashion Center, Northridge	2: Thomas'	0	0	0	0	0	0	1
13218	1: Real	11: North County Mall, Escondido	2: Thomas'	0	0	0	0	0	0	1
13241	1: Real	10: Northridge Fashion Center, Northridge	2: Thomas'	0	0	0	0	0	0	1
13263	1: Real	6: Stonewood Center, Downey	2: Thomas'	0	0	0	0	0	0	1
13294	1: Real	5: Plaza Camino Mall, Carlsbad	2: Thomas'	0	0	0	0	0	0	1
13313	1: Real	11: North County Mall, Escondido	2: Thomas'	0	0	0	0	0	0	1
13330	1: Real	11: North County Mall, Escondido	2: Thomas'	0	0	0	0	0	0	1
13338	1: Real	11: North County Mall, Escondido	2: Thomas'	0	0	0	0	0	0	1
13346	1: Real	7: Antelope Valley, Palmdale	2: Thomas'	0	0	0	0	0	0	1
13361	1: Real	9: Ontario Mills, Ontario	2: Thomas'	0	0	0	0	0	0	1

Thomas Data.xlsx

XID	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4	S4_5	S4_6	S4_7	S4_8
13213	2: No	1	1	1	0	0	0	0	0	0	0	1	0	1
13218	2: No	0	1	0	0	0	1	0	0	0	0	0	0	1
13241	2: No	1	1	1	0	0	1	0	0	0	0	0	1	0
13263	2: No	1	1	1	0	0	1	0	0	0	0	1	0	0
13294	2: No	1	1	0	0	0	1	0	0	0	0	1	1	0
13313	2: No	0	1	0	0	0	0	0	0	0	0	1	0	0
13330	2: No	0	1	0	0	0	1	0	0	0	0	1	0	0
13338	2: No	0	1	0	0	0	0	0	0	0	0	1	1	1
13346	2: No	0	1	0	0	0	0	0	0	0	0	1	0	0
13361	2: No	1	1	0	0	0	0	0	0	0	0	1	0	0

XID	S4_9	S4_10	S5	S6	CONDITION	Q0
13213	0	0	1: Male	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13218	0	0	2: Female	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13241	0	0	2: Female	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13263	0	0	2: Female	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13294	0	0	2: Female	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13313	0	0	1: Male	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
13330	0	0	2: Female	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
13338	0	0	1: Male	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13346	0	0	1: Male	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
13361	0	0	1: Male	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A

XID	Q1	Q2	Q3
13213	Weight consious.	The fact that it has weight watchers endorsed, it has 110 calories and they are marked bagel thins instead of regular size.	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
13218	weight watchers	it looks like it sounds good and is very healthy	1: This product IS certified by the American Heart Association
13241	it is 110 calories, it is weight watchers endorsed. There are 8 bagels in the package and they are plain.	I read the package.	1: This product IS certified by the American Heart Association
13263	THAT ITS FRESH AND REALLY TASTE GOOD	JUST BY LOOKING AT THE BAGELS	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
13294	That they are a healthy bread and that they are part of the weight watchers team. that they are only 110 calories. that this is an 8 pack. that is all I can see.	I have seen it all on the package and read it.	1: This product IS certified by the American Heart Association
13313	weight watchers looking for that market. conveys a message of healthiness other than that you have thing bagels	has the weight watchers endorsements and some fruit on the bag it shows everywhere the amout of calories	1: This product IS certified by the American Heart Association
13330	Weight watchers endorsed and 110 calories. That they are healthier than regular bagels	the symbol and signs on the packaging!	1: This product IS certified by the American Heart Association
13338	under 10 calories	because it says it on the package	2: This product is NOT certified by the American Heart Association
13346	that it is healthy it looks very nutritional in content.	because it says it has no high corn fructose corn syrup and its whole grain.	1: This product IS certified by the American Heart Association
13361	It's cold and expires in february 25th, there's something weird about it it looks like it's already molding but I don't know for sure.	Umm I don't know just the way the bread looks and feels and it feels weird.	1: This product IS certified by the American Heart Association

XID	Q4	Q5	Q6	Q7
13213				
13218	1: This certification IS a paid endorsement	1: Influence your decision to purchase this product	1: More likely to purchase this product over similar products	The weight watchers label on the bag
13241	3: There is not enough information to determine whether or not this is a paid endorsement			
13263				
13294	2: This certification is NOT a paid endorsement			
13313	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		
13330	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		
13338				
13346	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		
13361	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		

XID	Q8	Q9	Q10	Duration	Healthy/good for you	Certified by AHA
13213				0:04:02	0	0
13218				0:09:18	1	0
13241	2: Not influence your decision to purchase this product			0:05:09	0	0
13263				0:17:18	0	0
13294	2: Not influence your decision to purchase this product			0:10:44	1	0
13313				0:06:29	1	0
13330				0:03:18	1	0
13338				0:05:35	0	0
13346				0:05:28	1	0
13361				0:05:00	0	0

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7
13365	1: Real	7: Antelope Valley, Palmdale	2: Thomas'	0	0	0	0	0	0	1
13369	1: Real	9: Ontario Mills, Ontario	2: Thomas'	0	0	0	0	0	0	1
13382	1: Real	6: Stonewood Center, Downey	2: Thomas'	0	0	0	0	0	0	1
13391	1: Real	8: Great Mall, Milpitas	2: Thomas'	0	0	0	0	0	0	1
13594	1: Real	5: Plaza Camino Mall, Carlsbad	2: Thomas'	0	0	0	0	0	0	1
13600	1: Real	1: Puente Hills Mall, City of Industry	2: Thomas'	0	0	0	0	0	0	1
13606	1: Real	7: Antelope Valley, Palmdale	2: Thomas'	0	0	0	0	0	0	1
13607	1: Real	1: Puente Hills Mall, City of Industry	2: Thomas'	0	0	0	0	0	0	1
13612	1: Real	8: Great Mall, Milpitas	2: Thomas'	0	0	0	0	0	0	1
13615	1: Real	7: Antelope Valley, Palmdale	2: Thomas'	0	0	0	0	0	0	1

XID	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4	S4_5	S4_6	S4_7	S4_8
13365	2: No	0	1	0	0	0	1	0	0	0	0	1	1	1
13369	2: No	1	1	0	0	0	0	0	0	0	0	1	0	0
13382	2: No	0	1	0	0	0	1	0	0	1	1	0	1	0
13391	2: No	1	1	1	0	0	0	0	0	0	1	1	0	0
13594	2: No	0	1	0	0	0	1	0	0	1	1	1	0	1
13600	2: No	0	1	0	0	0	0	0	0	0	0	0	0	1
13606	2: No	1	1	0	0	0	0	0	0	0	0	0	0	1
13607	2: No	0	1	1	0	0	1	0	0	0	1	0	1	0
13612	2: No	1	1	1	0	0	1	0	0	0	0	0	1	0
13615	2: No	0	1	0	0	0	1	0	0	0	0	1	1	1

XID	S4_9	S4_10	S5	S6	CONDITION	Q0
13365	0	0	1: Male	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13369	0	0	1: Male	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
13382	0	0	1: Male	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
13391	0	0	1: Male	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
13594	0	0	1: Male	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13600	0	0	2: Female	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13606	0	0	2: Female	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13607	0	0	1: Male	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
13612	0	0	1: Male	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
13615	0	0	2: Female	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B

XID	Q1	Q2	Q3
13365	THIS PRODUCT APPEAR TO BE FOR PEOPLE TRYING TO WATCH THEIR WEIGHT.	DUE TO THE FACT THAT THERE IS A WEIGHT WATCHERS LABEL ON THE BAG AND ALSO THE BAGEL APPEARS TO BE SMALLER.	1: This product IS certified by the American Heart Association
13369	It's healthy. It taste good. Thats it	It says 110 calories and it's thin.	1: This product IS certified by the American Heart Association
13382	freshly backed	because its wheat bread	1: This product IS certified by the American Heart Association
13391	THAT IT ISA HEALTHY PRODUCT AND IS ENDORSED BY WEIGHT WATCHERS	BECAUSE IT IS CLEARLY DISPLAYED IN A DIFFERENT COLOR THAT REALLY STAND OUT	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
13594	It conveys to me that there are 110 calories and they are plain bagels that are pre-sliced. It also conveys that it's weight watchers endorsed and there are 0 grams saturated fat, 210 milligrams of sodium and 3 grams of sugar which isn't that bad in my opinion.	Well I say that because it shows all of this to me clearly on the label just by looking at the front, which is nice because since it has so much information on it all my initial concerns with the bread are answered in plain view and I don't have to look on the back for it.	2: This product is NOT certified by the American Heart Association
13600	it looks pretty decent to eat	the picture on it	1: This product IS certified by the American Heart Association
13606	THAT IT IS A WEIGHT WATCHERS ENDORSED BREAD. MEANING IT IS A PRODCUT FOR HEALTHY LIVING.	THE WEIGHT WATCHER LOGO IS ON THE PACKAGE AND ALSO 110 CALORIES PER BAGEL	1: This product IS certified by the American Heart Association
13607	that they are bagel thins	its what is on the bag	1: This product IS certified by the American Heart Association
13612	Well I associate Thomas with reliable quality, I always have. Also Its low on calories, surgar, low content, high sodium, low content. It has a decent amount of syrup and it has good benefits.	Health, especially when you are getting on my age group, you have to watch what your eat more, more health concious so I check everything.	1: This product IS certified by the American Heart Association
13615	THAT ITS HEALTHY AND HAS LOW CALORIES	BECAUSE IT SAYS SO ON THE PACKAGE AND IT SHSOWS WEIGHT WATCHERS ON THE PACKAGE	1: This product IS certified by the American Heart Association

XID	Q4	Q5	Q6	Q7
13365	3: There is not enough information to determine whether or not this is a paid endorsement			
13369	2: This certification is NOT a paid endorsement			
13382	1: This certification IS a paid endorsement	3: Don't know/No opinion		
13391				
13594				
13600	3: There is not enough information to determine whether or not this is a paid endorsement			
13606	2: This certification is NOT a paid endorsement			
13607	1: This certification IS a paid endorsement	3: Don't know/No opinion		
13612	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		
13615	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		

XID	Q8	Q9	Q10	Duration	Healthy/good for you	Certified by AHA
13365	2: Not influence your decision to purchase this product			0:06:18	0	0
13369	2: Not influence your decision to purchase this product			0:04:06	1	0
13382				0:06:35	0	0
13391				0:05:22	1	0
13594				0:06:26	0	0
13600	1: Influence your decision to purchase this product	2: Neither more nor less likely to purchase this product	it doesn't matter	0:07:59	0	0
13606	1: Influence your decision to purchase this product	3: Less likely to purchase this product	IF I AM BEING	0:10:02	1	0
13607				0:06:36	0	0
13612				0:10:02	1	0
13615				0:11:19	1	0

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7
13617	1: Real	2: Southland Mall, Hayward	2: Thomas'	0	0	0	0	0	0	1
13627	1: Real	2: Southland Mall, Hayward	2: Thomas'	0	0	0	0	0	0	1
13654	1: Real	8: Great Mall, Milpitas	2: Thomas'	0	0	0	0	0	0	1
13669	1: Real	7: Antelope Valley, Palmdale	2: Thomas'	0	0	0	0	0	0	1
13674	1: Real	1: Puente Hills Mall, City of Industry	2: Thomas'	0	0	0	0	0	0	1
13681	1: Real	9: Ontario Mills, Ontario	2: Thomas'	0	0	0	0	0	0	1
13689	1: Real	7: Antelope Valley, Palmdale	2: Thomas'	0	0	0	0	0	0	1
13691	1: Real	3: Mainplace Mall, Santa Ana	2: Thomas'	0	0	0	0	0	0	1
13698	1: Real	3: Mainplace Mall, Santa Ana	2: Thomas'	0	0	0	0	0	0	1
13703	1: Real	7: Antelope Valley, Palmdale	2: Thomas'	0	0	0	0	0	0	1

Thomas Data.xlsx

XID	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4	S4_5	S4_6	S4_7	S4_8
13617	2: No	1	1	1	0	0	1	0	0	1	1	1	0	0
13627	2: No	0	1	0	0	0	1	0	1	1	1	1	1	0
13654	2: No	1	1	1	0	0	1	0	0	0	0	0	1	1
13669	2: No	0	1	0	0	0	1	0	0	0	0	0	1	0
13674	2: No	0	1	0	0	0	0	0	0	0	0	0	0	1
13681	2: No	1	1	0	0	0	1	0	1	0	0	1	1	1
13689	2: No	0	1	0	0	0	1	0	0	0	0	1	0	0
13691	2: No	0	1	1	0	0	1	0	0	1	0	1	0	0
13698	2: No	1	1	1	0	0	1	0	1	0	1	1	1	0
13703	2: No	0	1	0	0	0	1	0	0	0	0	1	0	0

XID	S4_9	S4_10	S5	S6	CONDITION	Q0
13617	0	0	1: Male	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
13627	0	0	2: Female	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
13654	0	0	1: Male	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13669	0	0	2: Female	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13674	0	0	2: Female	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
13681	0	0	2: Female	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13689	0	0	1: Male	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
13691	0	0	2: Female	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
13698	0	0	2: Female	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13703	0	0	1: Male	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A

XID	Q1	Q2	Q3
13617	HEALTHY BREAD	110 CALORIES	1: This product IS certified by the American Heart Association
13627	ITS HEALTHY	BECAUSE THE PRODUCT IS WHAT BREAD	4: Don't know/ no opinion
13654	it makes me hungry. the packaging is nice.the message of the package is if you like bagels. buy this	the way that the picture on the package. thats all about it	1: This product IS certified by the American Heart Association
13669	It lets me know that there is 110 calories in one serving and that it is backed by Weight Watchers.	The information is on the front package which is easy to read.	1: This product IS certified by the American Heart Association
13674	that they are thin bagel they are healthier because they aren't as thick as normal bagels	they are thinner it says only 110 calories	2: This product is NOT certified by the American Heart Association
13681	To eat healthy. Bread is good for you. Eat a bagel right now because it's making me kind of hungry. People can lose weight with the bread because it has a weight watchers stickers.	Because it's hungry and it looked delicious and I just want to eat. Looking at the package it said all the stuff I said. It said it had 110 calories so I think it's healthy and the weight watchers packaging and it's white bread. White bread is good for you.	1: This product IS certified by the American Heart Association
13689	IT IS A HEALTHY OPTION BECAUSE ONE SERVING IS 110 CALORIES. AND IT IS ENDORSED BY WEIGHT WATCHERS.	THE LOGO ON THE FRONT OF THE PACKAGE TELLS ME SO.	1: This product IS certified by the American Heart Association
13691	that it is a plain bagel that is thin. that it's weight watcher endorsed so its low in calories.	because it physically says it on the packaging. you can see the weight watchers logo right on it.	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
13698	that it is a healthy bagel that's good for the morning. and you can have it with fruit.	the fruit on the front of the packaging shows you can eat it with fruit for breakfast. and you can see that its thin and the name says thin I the name.	1: This product IS certified by the American Heart Association
13703	ITS PLAIN. ITS ONLY 110 CALORIES. IT HAS 8 PRE SLICED BAGELS. ITS ENDORSED BY WEIGHT WATCHERS.	BECAUSE ITS ON THE PACKAGE. I READ IT.	1: This product IS certified by the American Heart Association

XID	Q4	Q5	Q6	Q7
13617	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		
13627				
13654	3: There is not enough information to determine whether or not this is a paid endorsement			
13669	1: This certification IS a paid endorsement	1: Influence your decision to purchase this product	3: Less likely to purchase this product over similar products	I LIKE TO PURCHASE ITEMS THAT ARE GOOD FOR MY HEALTH AND BACKED BY HEALTHY BRANDS
13674				
13681	4: Don't know/ no opinion			
13689	1: This certification IS a paid endorsement	1: Influence your decision to purchase this product	3: Less likely to purchase this product over similar products	IT IS A PAID ENDORSEMENT AND IT SHOULDN'T BE
13691				
13698	4: Don't know/ no opinion			
13703	3: There is not enough information to determine whether or not this is a paid endorsement			

XID	Q8	Q9	Q10	Duration	Healthy/good for you	Certified by AHA
13617				0:03:45	1	0
13627				0:12:22	1	0
13654	1: Influence your decision to purchase this product	1: More likely to purchase this product just the way be		0:07:23	0	0
13669				0:13:25	0	0
13674				0:10:52	1	0
13681	2: Not influence your decision to purchase this product			0:07:36	1	0
13689				0:08:37	1	0
13691				0:07:33	0	0
13698	1: Influence your decision to purchase this product	3: Less likely to purchase this product Usually people		0:06:13	1	0
13703	3: Don't know/No opinion			0:05:10	0	0

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7
13718	1: Real	11: North County Mall, Escondido	2: Thomas'	0	0	0	0	0	0	1
13726	1: Real	3: Mainplace Mall, Santa Ana	2: Thomas'	0	0	0	0	0	0	1
13729	1: Real	11: North County Mall, Escondido	2: Thomas'	0	0	0	0	0	0	1
13733	1: Real	6: Stonewood Center, Downey	2: Thomas'	0	0	0	0	0	0	1
13748	1: Real	3: Mainplace Mall, Santa Ana	2: Thomas'	0	0	0	0	0	0	1
13753	1: Real	3: Mainplace Mall, Santa Ana	2: Thomas'	0	0	0	0	0	0	1
13766	1: Real	3: Mainplace Mall, Santa Ana	2: Thomas'	0	0	0	0	0	0	1
13767	1: Real	3: Mainplace Mall, Santa Ana	2: Thomas'	0	0	0	0	0	0	1
13770	1: Real	6: Stonewood Center, Downey	2: Thomas'	0	0	0	0	0	0	1
13773	1: Real	3: Mainplace Mall, Santa Ana	2: Thomas'	0	0	0	0	0	0	1
13774	1: Real	6: Stonewood Center, Downey	2: Thomas'	0	0	0	0	0	0	1

XID	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4	S4_5	S4_6	S4_7	S4_8
13718	2: No	0	1	0	0	0	0	0	0	0	0	1	0	0
13726	2: No	1	1	1	0	0	1	0	0	0	1	1	0	0
13729	2: No	0	1	0	0	0	0	0	0	0	0	1	0	0
13733	2: No	1	1	0	0	0	1	0	0	0	0	1	0	0
13748	2: No	1	1	1	0	0	1	0	1	1	1	1	0	0
13753	2: No	1	1	1	0	0	1	0	0	0	1	1	1	1
13766	2: No	1	1	1	0	0	1	0	0	1	0	1	1	1
13767	2: No	0	1	0	0	0	1	0	0	0	0	1	0	1
13770	2: No	1	1	1	0	0	1	0	0	1	0	1	0	0
13773	2: No	0	1	0	0	0	0	0	0	1	0	0	1	0
13774	2: No	1	1	0	0	0	1	0	0	0	0	1	0	0

XID	S4_9	S4_10	S5	S6	CONDITION	Q0
13718	0	0	1: Male	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
13726	0	0	2: Female	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13729	0	0	2: Female	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13733	0	0	1: Male	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
13748	0	0	2: Female	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
13753	0	0	1: Male	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
13766	0	0	1: Male	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
13767	0	0	1: Male	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13770	0	0	1: Male	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13773	0	0	1: Male	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
13774	0	0	2: Female	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A

XID	Q1	Q2	Q3
13718	it will be good, healthier bagels fresh.	The way it looks	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
13726	that its weight watchers endorsed and they are 100 calories each and they are the plain flavor	it says it clearly on the package	1: This product IS certified by the American Heart Association
13729	It good with cream cheese and strawberries	Because it is on the package	1: This product IS certified by the American Heart Association
13733	ITS A GOOD START TO AN EARLY MORNING	BECAUSE ITS A BAGEAL AND LOOKS LIKE A GOOD START	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
13748	that its healthy. its a healthy product and its for people who are trying to control their weight.	because it says its 110 calories only. and its low on cholesterol.	1: This product IS certified by the American Heart Association
13753	that they look delicious and they look healthy. it shows you that you can put cream cheese on them to make them taste delicious.	the picture shows them having cream cheese on the bagel so you know you can put that or anything else you want on it to make it taste delicious to you.	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
13766	its a healthy morning breakfast option when you want something quick and easy.	I see the weight watchers logo on it. Which means they endorse it so that makes it healthy. also the calorie count is relatively low for a breakfast bagel.	4: Don't know/ no opinion
13767	its a cholesterol free food. 0 grams of tans fat. their thin plain bagels.	weight watchers endorsed. its only 110 calories	1: This product IS certified by the American Heart Association
13770	ITS LOW IN CALORIES ZERO FAT	BECAUSE THEY ARE SO THIN AND WEIGHT WATCHERS ENDORSED	1: This product IS certified by the American Heart Association
13773	Its weight watcher endorsed. 1 bagel is a serving. its classic and supports your healthy lifestyle.	it has 4 grams of fiber. No cholesterol. 0 grams of trans fat. No high Fructose corn syrup.	1: This product IS certified by the American Heart Association
13774	HAS LESS CALORIES AND PRESLICED	IT SAYS IT HAS LESS CALORIES THAN OTHER BAGAELS	1: This product IS certified by the American Heart Association

XID	Q4	Q5	Q6	Q7
13718				
13726	4: Don't know/ no opinion			
13729	3: There is not enough information to determine whether or not this is a paid endorsement			
13733				
13748	1: This certification IS a paid endorsement	3: Don't know/No opinion		
13753				
13766				
13767	4: Don't know/ no opinion			
13770	1: This certification IS a paid endorsement	1: Influence your decision to purchase this product	2: Neither more nor less likely to purchase this product over similar products	IF IM HUNGRY IM GOING TO EAT THEM ANY WAY AND THEY LOOK DELICIOUS AND THE RIGHT SIZE
13773	1: This certification IS a paid endorsement	1: Influence your decision to purchase this product	1: More likely to purchase this product over similar products	Because I know its healthier and I want what's healthier for my kids.
13774	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		

XID	Q8	Q9	Q10	Duration	Healthy/good for you	Certified by AHA
13718				0:03:53	1	0
13726	3: Don't know/No opinion			0:06:31	0	0
13729	2: Not influence your decision to purchase this product			0:02:49	0	0
13733				0:45:29	0	0
13748				0:05:54	1	0
13753				0:05:10	1	0
13766				0:05:15	1	0
13767	3: Don't know/No opinion			0:05:51	0	0
13770				0:21:25	0	0
13773				0:07:43	1	0
13774				0:15:08	0	0

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7
13776	1: Real	6: Stonewood Center, Downey	2: Thomas'	0	0	0	0	0	0	1
13790	1: Real	8: Great Mall, Milpitas	2: Thomas'	0	0	0	0	0	0	1
13795	1: Real	8: Great Mall, Milpitas	2: Thomas'	0	0	0	0	0	0	1
13796	1: Real	9: Ontario Mills, Ontario	2: Thomas'	0	0	0	0	0	0	1
13798	1: Real	6: Stonewood Center, Downey	2: Thomas'	0	0	0	0	0	0	1
13809	1: Real	8: Great Mall, Milpitas	2: Thomas'	0	0	0	0	0	0	1
13812	1: Real	9: Ontario Mills, Ontario	2: Thomas'	0	0	0	0	0	0	1
13823	1: Real	9: Ontario Mills, Ontario	2: Thomas'	0	0	0	0	0	0	1
13835	1: Real	9: Ontario Mills, Ontario	2: Thomas'	0	0	0	0	0	0	1
13839	1: Real	9: Ontario Mills, Ontario	2: Thomas'	0	0	0	0	0	0	1
14069	1: Real	6: Stonewood Center, Downey	2: Thomas'	0	0	0	0	0	0	1

Thomas Data.xlsx

XID	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4	S4_5	S4_6	S4_7	S4_8
13776	2: No	1	1	1	0	0	1	0	0	0	0	0	1	0
13790	2: No	0	1	0	0	0	1	0	0	0	0	1	0	0
13795	2: No	0	1	0	0	0	0	0	0	0	1	0	1	0
13796	2: No	1	1	0	0	0	1	0	0	0	0	1	1	1
13798	2: No	0	1	0	0	0	0	0	0	0	0	1	0	0
13809	2: No	0	1	1	0	0	0	0	0	0	0	0	1	0
13812	2: No	0	1	1	0	0	0	0	0	0	0	1	1	0
13823	2: No	0	1	0	0	0	0	0	0	0	0	0	1	1
13835	2: No	0	1	0	0	0	0	0	0	0	0	1	0	0
13839	2: No	0	1	0	0	0	0	0	0	0	0	0	1	1
14069	2: No	1	1	1	0	0	0	0	0	0	1	0	1	1

XID	S4_9	S4_10	S5	S6	CONDITION	Q0
13776	0	0	1: Male	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13790	0	0	1: Male	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13795	0	0	1: Male	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
13796	0	0	1: Male	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
13798	0	0	1: Male	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13809	0	0	1: Male	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13812	0	0	1: Male	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13823	0	0	2: Female	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13835	0	0	1: Male	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
13839	0	0	2: Female	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
14069	0	0	2: Female	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B

XID	Q1	Q2	Q3
13776	it looks healthy because they are thing and it gives you right away its from weight watchers	the berries and weight watchers sign and it looks low on calories	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
13790	THAT IT ONLY HAS 110 CALORIES	IT SAYS IT IN FRONT OF THE PACKAGE	4: Don't know/ no opinion
13795	THEY ARE PLAIN BAGELS THAT ARE 110 CALORIES	I CAN SEE THAT THEY ARE PLAIN AND THE PACKAGING TELLS ME THAT THEY ARE 110 CALORIES	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
13796	It made me want to eat bagels with cheese it looked really healthy. I liked how many calories was on the package and the advertising picture looks really good.	Because I like to know how many calories I'm eating. How the cream cheese and the strawberries look next to the bagel.	1: This product IS certified by the American Heart Association
13798	ZERO FAT AND GOOD FOR YOU WITH 3 GRAMS OF SUGAR	IT SAYS ON THE PACKAGE RIGHT ON TOP	1: This product IS certified by the American Heart Association
13809	Its telling me that the thing is for my best interest to stay healthy.	low calsum.	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
13812	That it could help you lose weight since its from weight watchers.	It said so ion the bag. that its from weight watchers that is.	4: Don't know/ no opinion
13823	that they are low in calories and they're thin and pre-sliced and they zero trans fats and low sodium and sugars. So they're healthier than other products.	I read it on the bag.	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
13835	its just the regular plain bagel thins.	the bag.	1: This product IS certified by the American Heart Association
13839	that it is healthier than other products. It doesn't prevent heart disease but is healthier than other things that people might normally choose.	They stress it by making all the ""good things"" stand out with bold letters and a check mark next to them.	1: This product IS certified by the American Heart Association
14069	the bagel is alittle thinner and it has less calories because of the weight watchers. sugar free grams and its low fat as well.	it has the weight watcher sign in the packaging	3: There is not enough information to determine whether or not this product is certified by the American Heart Association

XID	Q4	Q5	Q6	Q7
13776				
13790				
13795				
13796	1: This certification IS a paid endorsement	1: Influence your decision to purchase this product	1: More likely to purchase this product over similar products	Because I do anything that's good for the environment and people I'm all for it.
13798	3: There is not enough information to determine whether or not this is a paid endorsement			
13809				
13812				
13823				
13835	4: Don't know/ no opinion			
13839	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		
14069				

XID	Q8	Q9	Q10	Duration	Healthy/good for you	Certified by AHA
13776				0:12:26	1	0
13790				0:06:13	0	0
13795				0:05:57	0	0
13796				0:04:58	1	0
13798	3: Don't know/No opinion			0:12:08	0	0
13809				0:02:30	1	0
13812				0:04:59	0	0
13823				0:05:47	1	0
13835	2: Not influence your decision to purchase this product			0:08:19	0	0
13839				0:08:35	1	0
14069				0:08:40	0	0

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7
14089	1: Real	11: North County Mall, Escondido	2: Thomas'	0	0	0	0	0	0	1
14100	1: Real	11: North County Mall, Escondido	2: Thomas'	0	0	0	0	0	0	1
14101	1: Real	11: North County Mall, Escondido	2: Thomas'	0	0	0	0	0	0	1
14195	1: Real	6: Stonewood Center, Downey	2: Thomas'	0	0	0	0	0	0	1
14724	1: Real	11: North County Mall, Escondido	2: Thomas'	0	0	0	0	0	0	1
14735	1: Real	10: Northridge Fashion Center, Northridge	2: Thomas'	0	0	0	0	0	0	1
14758	1: Real	10: Northridge Fashion Center, Northridge	2: Thomas'	0	0	0	0	0	0	1
14759	1: Real	11: North County Mall, Escondido	2: Thomas'	0	0	0	0	0	0	1
14762	1: Real	9: Ontario Mills, Ontario	2: Thomas'	0	0	0	0	0	0	1
14794	1: Real	1: Puente Hills Mall, City of Industry	2: Thomas'	0	0	0	0	0	0	1

XID	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4	S4_5	S4_6	S4_7	S4_8
14089	2: No	1	1	0	0	0	0	0	0	0	0	1	0	1
14100	2: No	0	1	0	0	0	0	0	0	0	0	1	0	0
14101	2: No	0	1	0	0	0	0	0	0	0	0	1	0	1
14195	2: No	0	1	0	0	0	1	0	0	0	0	1	0	0
14724	2: No	0	1	0	0	0	0	0	0	0	0	0	1	0
14735	2: No	0	1	0	0	0	1	0	0	0	0	1	0	0
14758	2: No	0	1	0	0	0	1	0	0	0	1	1	0	0
14759	2: No	0	1	0	0	0	0	0	0	0	0	0	1	0
14762	2: No	0	1	0	0	0	0	0	0	0	0	1	1	0
14794	2: No	0	1	0	0	0	0	0	0	0	1	1	1	0

XID	S4_9	S4_10	S5	S6	CONDITION	Q0
14089	0	0	2: Female	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
14100	0	0	2: Female	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
14101	0	0	1: Male	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
14195	0	0	1: Male	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
14724	0	0	1: Male	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
14735	0	0	1: Male	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
14758	0	0	2: Female	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
14759	0	0	1: Male	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
14762	0	0	2: Female	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
14794	0	0	2: Female	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B

XID	Q1	Q2	Q3
14089	It looks like it is a good source of fibere. theres no trans fat or cholesterol. They are thin and pre sliced. They are low in calories.	From observance thru the package and also from reading the label	1: This product IS certified by the American Heart Association
14100	THAT ITS THIN AND HEALTHY.	BECAUSE IT SAYS IT HAS 110 CALORIES AND IT SAYS WEIGHT WATCHERS ON IT.	4: Don't know/ no opinion
14101	it is a sdietary substitute for regular bagels. It has zero trans fat and zero saturated fats. no corn syrup no cholesterol and high in fiber.	It indicates it on the front and on the back label.	1: This product IS certified by the American Heart Association
14195	its good	colorful draws the attention has a picture on it. and i like the muffins	1: This product IS certified by the American Heart Association
14724	I like that it is high in fiber and low in calories and that it does not have high fructose corn syrup.	The wrapper says it.	1: This product IS certified by the American Heart Association
14735	Convenience, presliced small thing bagels.	Because I don't like slicing bread, especially muffins or bagels.	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
14758	it has no cholesterol, no fructose corn syrup and zero trans fat.	Becasue I like healthy.	1: This product IS certified by the American Heart Association
14759	Like dieting food.	It hasd weight watchers on it and only 110 calories and the letters are blue and they are thin.	1: This product IS certified by the American Heart Association
14762	that it is weight watchers endorsed and that it only has 100 calories and that they are pre sliced bagels	it says it on the bag	4: Don't know/ no opinion
14794	THAT THEY ARE BAGEL THINS	THAT IS WHAT THE NAME OF THE PRODUCT IS CALLED	1: This product IS certified by the American Heart Association

XID	Q4	Q5	Q6	Q7
14089	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		
14100				
14101	3: There is not enough information to determine whether or not this is a paid endorsement			
14195	1: This certification IS a paid endorsement	1: Influence your decision to purchase this product	4: Don't know/No opinion	because i like their english muffins.
14724	4: Don't know/ no opinion			
14735				
14758	3: There is not enough information to determine whether or not this is a paid endorsement			
14759	2: This certification is NOT a paid endorsement			
14762				
14794	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		

XID	Q8	Q9	Q10	Duration	Healthy/good for you	Certified by AHA
14089				0:06:58	0	0
14100				0:05:58	1	0
14101	1: Influence your decision to purchase this product	2: Neither more nor less likely to purchase this product	You have to take time to read the label	0:09:22	0	0
14195				0:08:06	0	0
14724	1: Influence your decision to purchase this product	1: More likely to purchase this product	Cause it says right on the label	0:09:54	0	0
14735				0:05:21	0	0
14758	2: Not influence your decision to purchase this product			0:05:53	1	0
14759	2: Not influence your decision to purchase this product			0:07:03	0	0
14762				0:11:08	0	0
14794				0:16:41	0	0

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7
14870	1: Real	3: Mainplace Mall, Santa Ana	2: Thomas'	0	0	0	0	0	0	1
15164	1: Real	10: Northridge Fashion Center, Northridge	2: Thomas'	0	0	0	0	0	0	1
15361	1: Real	10: Northridge Fashion Center, Northridge	2: Thomas'	0	0	0	0	0	0	1
15487	1: Real	10: Northridge Fashion Center, Northridge	2: Thomas'	0	0	0	0	0	0	1
15547	1: Real	7: Antelope Valley, Palmdale	2: Thomas'	0	0	0	0	0	0	1
15643	1: Real	11: North County Mall, Escondido	2: Thomas'	0	0	0	0	0	0	1
16323	1: Real	9: Ontario Mills, Ontario	2: Thomas'	0	0	0	0	0	0	1
16326	1: Real	9: Ontario Mills, Ontario	2: Thomas'	0	0	0	0	0	0	1
16329	1: Real	9: Ontario Mills, Ontario	2: Thomas'	0	0	0	0	0	0	1
16334	1: Real	9: Ontario Mills, Ontario	2: Thomas'	0	0	0	0	0	0	1

XID	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4	S4_5	S4_6	S4_7	S4_8
14870	2: No	1	1	1	0	0	1	0	0	0	0	0	0	1
15164	2: No	1	1	1	0	0	1	0	0	0	0	0	0	1
15361	2: No	1	1	1	0	0	1	0	0	0	0	0	0	1
15487	2: No	0	1	1	0	0	1	0	0	0	0	0	0	1
15547	2: No	0	1	0	0	0	0	0	0	0	0	1	0	0
15643	2: No	0	1	0	0	0	0	0	0	0	0	1	1	0
16323	2: No	0	1	0	0	0	0	0	0	0	0	1	0	0
16326	2: No	0	1	0	0	0	0	0	0	0	0	1	0	0
16329	2: No	0	1	0	0	0	0	0	0	0	0	1	0	0
16334	2: No	0	1	0	0	0	0	0	0	0	0	1	0	0

XID	S4_9	S4_10	S5	S6	CONDITION	Q0
14870	0	0	1: Male	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
15164	0	0	2: Female	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
15361	0	0	2: Female	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
15487	0	0	2: Female	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
15547	0	0	2: Female	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
15643	0	0	2: Female	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
16323	0	0	1: Male	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
16326	0	0	2: Female	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
16329	0	0	1: Male	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
16334	0	0	2: Female	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B

XID	Q1	Q2	Q3
14870	that's it has all the things I like to see in a package. I like the labeling in it. I like the way it is packed and sealed. I like that color of the bread and who it looks in the bag. I like that it has enough nutrition information in the bag of the bread.	because im looking at the bag and it is making me say that. I like how the bag is portray.	1: This product IS certified by the American Heart Association
15164	That it is a healthy product because it is low in saturated fat and cholesterol which is good for your heart.	I was reading the labels and this fact popped out at me.	1: This product IS certified by the American Heart Association
15361	That it is low calorie, that it is endorsed by weight watchers, it is 3 points. It has a good source of fiber and no high fructose corn syrup, and it is a healthy bagel.	The pictures, the visual, the writings on the package. The side of the bagel as well.	1: This product IS certified by the American Heart Association
15487	That it looks healthy to consume and that there is a lot of bagels in there and they are easy to prepair because they are already cut. Also the calorie count is good.	Because it has a weight watchers and it is low in calories and the cover has the bagel with fruit which makes me think it is healthy to eat.	1: This product IS certified by the American Heart Association
15547	IT CONVEYS THAT IT IS A HEALTHY PRODUCT AND IT YOU WANNA WATC YOUR WEIGHT IT IS HEALTHY AND IT ALSO SHOWS THAT IT HAS NO CHOLESTEROL..NO TRANS FAT AND NO HIGH CORN FRUCTOSE	BECAUSE I REALLY LIKE THINGS THAT ARE HEALTHY AND I LIKE THE BRIGHTNESS OF THE PACKAGING AND HOW THE WRITING IS FOR BAGEL THINS...I LIKE THAT IT HAS FRUIT NEXT TO IT	1: This product IS certified by the American Heart Association
15643	110 calories and points on Weight Watchers. So healthy for you.	For the amount of carbs, it is somewhat low for a bread product.	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
16323	that its only 110	it says on the package	4: Don't know/ no opinion
16326	that the bagels are thin and that its only 110 calories	it says on the bag	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
16329	that they are bagels that they are from weight watchers	it tells me on the bag	2: This product is NOT certified by the American Heart Association
16334	that it only contains 110 calseries	it say it in blue	1: This product IS certified by the American Heart Association

XID	Q4	Q5	Q6	Q7
14870	3: There is not enough information to determine whether or not this is a paid endorsement			
15164	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		
15361	3: There is not enough information to determine whether or not this is a paid endorsement			
15487	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		
15547	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		
15643				
16323				
16326				
16329				
16334	1: This certification IS a paid endorsement	3: Don't know/No opinion		

XID	Q8	Q9	Q10	Duration	Healthy/good for you	Certified by AHA
14870	3: Don't know/No opinion			0:12:40	1	0
15164				0:10:12	1	1
15361	2: Not influence your decision to purchase this product			0:04:23	1	0
15487				0:06:14	1	0
15547				0:11:42	1	0
15643				0:07:51	1	0
16323				0:04:02	0	0
16326				0:04:47	0	0
16329				0:08:21	0	0
16334				0:06:11	0	0

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7
16781	1: Real	10: Northridge Fashion Center, Northridge	2: Thomas'	0	0	0	0	0	0	1
16865	1: Real	10: Northridge Fashion Center, Northridge	2: Thomas'	0	0	0	0	0	0	1
16939	1: Real	5: Plaza Camino Mall, Carlsbad	2: Thomas'	0	0	0	0	0	0	1
16978	1: Real	5: Plaza Camino Mall, Carlsbad	2: Thomas'	0	0	0	0	0	0	1
18470	1: Real	10: Northridge Fashion Center, Northridge	2: Thomas'	0	0	0	0	0	0	1
18485	1: Real	10: Northridge Fashion Center, Northridge	2: Thomas'	0	0	0	0	0	0	1
21272	1: Real	6: Stonewood Center, Downey	2: Thomas'	0	0	0	0	0	0	1
22735	1: Real	12: Chula Vista Center, Chula Vista	2: Thomas'	0	0	0	0	0	0	1
22755	1: Real	12: Chula Vista Center, Chula Vista	2: Thomas'	0	0	0	0	0	0	1
23040	1: Real	10: Northridge Fashion Center, Northridge	2: Thomas'	0	0	0	0	0	0	1

XID	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4	S4_5	S4_6	S4_7	S4_8
16781	2: No	1	1	0	0	0	1	0	0	0	1	1	0	0
16865	2: No	0	1	1	0	0	1	0	0	0	0	1	0	0
16939	2: No	1	1	1	0	0	1	0	0	0	0	1	0	0
16978	2: No	1	1	1	0	0	1	0	0	1	1	0	1	1
18470	2: No	0	1	1	0	0	1	0	0	0	1	0	0	1
18485	2: No	0	1	1	0	0	1	0	0	0	0	0	1	0
21272	2: No	1	1	1	0	0	1	0	0	0	0	1	1	0
22735	2: No	1	1	0	0	0	1	0	0	0	0	1	0	0
22755	2: No	0	1	0	0	0	1	0	0	0	0	1	1	0
23040	2: No	0	1	1	0	0	1	0	0	0	0	1	1	0

XID	S4_9	S4_10	S5	S6	CONDITION	Q0
16781	0	0	1: Male	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
16865	0	0	1: Male	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
16939	0	0	1: Male	1: 18 – 34	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
16978	0	0	1: Male	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
18470	0	0	1: Male	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
18485	0	0	2: Female	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
21272	0	0	2: Female	3: 55 or older	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
22735	0	0	2: Female	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
22755	0	0	2: Female	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
23040	0	0	1: Male	3: 55 or older	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B

XID	Q1	Q2	Q3
16781	It has a good taste and size for a healthy life.	Because its a plain flavor. and it is very thin.	1: This product IS certified by the American Heart Association
16865	the product is apetizing and if you are trying to loose weight, its endorsed by weight watchers.	Because the label of weight watchers is on the bag.	1: This product IS certified by the American Heart Association
16939	it conveys to me that it will taste good with cream and cheese and help lose weight	the presentation iteself conveys that message	1: This product IS certified by the American Heart Association
16978	their thinner than the regular bagels and there is something about weight watchers on there with 0 grams of fat youre getting less carbohydrates because they are thinner than regular bagels. the package is attractive looking and it catches my eye with the nice color and with the name thomas' you think its higher brand because of their english muffins.	its how i look at it and i think their packages sell because of the way they present them with the nice colors. it also says a lot of the information i stated on the package clearly.	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
18470	Low sugar, plain flavor, the name brand Thomas, it is an 8 count bagel 110 calories.	Im a diabetic so I look at the nutrition value and I also like to get my money's worth so I look at the quantity.	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
18485	That it is easy to eat and it won't break my teeth.	The bagels don't look hard and they look simple.	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
21272	IT LOOKS GOOD.	IT LOOKS LIKE IT WOULD MAKE A VERY GOOD SANDWHICH	1: This product IS certified by the American Heart Association
22735	that the bagels are thin and will nicely fit in my toaster	because i can see the bagel right through the bag and it also says so	1: This product IS certified by the American Heart Association
22755	that these bagels are healthy and thin	it says so on the package	1: This product IS certified by the American Heart Association
23040	Thomas Thins. They are half the size. They hold weight watcher points.	They have a blue label with weight watcher points on right lower corner. Says 3 points.	1: This product IS certified by the American Heart Association

XID	Q4	Q5	Q6	Q7
16781	2: This certification is NOT a paid endorsement			
16865	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		
16939	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		
16978				
18470				
18485				
21272	2: This certification is NOT a paid endorsement			
22735	2: This certification is NOT a paid endorsement			
22755	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		
23040	1: This certification IS a paid endorsement	2: Not influence your decision to purchase this product		

XID	Q8	Q9	Q10	Duration	Healthy/good for you	Certified by AHA
16781	1: Influence your decision to purchase this product	1: More likely to purchase this product because the AHA seal is on the label	Because The AHA seal is on the label	0:07:17	1	0
16865				0:07:09	0	0
16939				0:06:10	0	0
16978				0:06:26	0	0
18470				0:06:41	1	0
18485				0:04:00	0	0
21272	2: Not influence your decision to purchase this product			0:07:38	0	0
22735	1: Influence your decision to purchase this product	1: More likely to purchase this product like that its a		0:11:20	0	0
22755				0:03:37	0	0
23040				0:08:10	0	0

XID	REAL	LOCATION	BRAND_QUOTA	S1_1	S1_2	S1_3	S1_4	S1_5	S1_6	S1_7
23237	1: Real	5: Plaza Camino Mall, Carlsbad	2: Thomas'	0	0	0	0	0	0	1
23378	1: Real	10: Northridge Fashion Center, Northridge	2: Thomas'	0	0	0	0	0	0	1
23626	1: Real	3: Mainplace Mall, Santa Ana	2: Thomas'	0	0	0	0	0	0	1
23909	1: Real	4: Moreno Valley Mall, Moreno Valley	2: Thomas'	0	0	0	0	0	0	1

XID	S2	S3_1	S3_2	S3_4	S3_5	S3_6	S4_1	S4_2	S4_3	S4_4	S4_5	S4_6	S4_7	S4_8
23237	2: No	1	1	1	0	0	1	0	0	0	1	1	0	0
23378	2: No	0	1	0	0	0	1	0	0	0	0	0	1	0
23626	2: No	0	1	1	0	0	1	0	0	0	0	1	0	0
23909	2: No	0	1	0	0	0	0	0	0	0	0	1	1	1

XID	S4_9	S4_10	S5	S6	CONDITION	Q0
23237	0	0	2: Female	2: 35 – 54	2: CONTROL = THOMAS' PLAIN BAGEL THINS B	2: THOMAS' PLAIN BAGEL THINS B
23378	0	0	2: Female	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
23626	0	0	2: Female	1: 18 – 34	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A
23909	0	0	1: Male	2: 35 – 54	1: TEST = THOMAS' PLAIN BAGEL THINS A	1: THOMAS' PLAIN BAGEL THINS A

XID	Q1	Q2	Q3
23237	whole wheat Bread. that it is heart healthy. and 100 percent satcfation. nothing else.	Just the acctual messaging that is on this package,	3: There is not enough information to determine whether or not this product is certified by the American Heart Association
23378	It's good for someone's health. Sandwich thins are less calories, less carbs, less cholesterol.	I eat this brand. The bagel thins and sandwich thins are good source for losing weight.	1: This product IS certified by the American Heart Association
23626	this is bagel thins from Thomas. they are 110 calories and endorsed by Weight Watchers.	its what is on the package. it says or is printed on it so you can see.	1: This product IS certified by the American Heart Association
23909	that its well packaged and gives you good info on it and its a eye catcher	cause of the color in it	4: Don't know/ no opinion

XID	Q4	Q5	Q6	Q7
23237				
23378	4: Don't know/ no opinion			
23626	2: This certification is NOT a paid endorsement			
23909				

XID	Q8	Q9	Q10	Duration	Healthy/good for you	Certified by AHA
23237				0:06:25	1	1
23378	3: Don't know/No opinion			0:04:43	1	0
23626	3: Don't know/No opinion			0:08:01	0	0
23909				0:06:42	0	0